Member Associated Business Papers, Inc.

- LOLUGY DEPT

The Newspaper of the Industry

Member Audit Bureau of Circulations.



Issued Exery Monday at 450 W. Fort St., Detroit 26, Mich.

MAY 27,

Vol. 48, No. 4, Serial No. 897 Established 1926.

Reentered as second-class matter October 3, 1936 at the post office at Detroit, Michigan, under the Act of March 3, 1879. Trade Mark Registered U. S. Patent Office. Copyright, 1946, by Business News Publishing Co.

INSIDE DOPE

de GEORGE F. TAUBENECK

Eight Years Ago
The Trader vs. Planned Economy
Collectivist States Can
Be Observed In Operation
Chance for Everybody
Under Capitalism
The Trader Learns Tolerance
Individual Freedom
Essential to Commerce
Simplification Means
Lower Living Standards
Collectivist State Is
An Anachronism

Eight Years Ago

Ed Henderson, who was shot at plenty of times during World War II as both a seaman and officer aboard U. S. destroyers, is now back on the job here as Business Manager of the NEWS, and working his head off to make things go.

Like thousands of his fellows, who hought that by risking their lives they could assure a peaceable and happy future for themselves and their families after Germany and Japan were licked, he is chagrined and concerned about the mess the world is in today.

The other night he came up with an editorial which appeared in AIR CONDITIONING & REFRIGERATION NEWS way back in Aug. 17, 1938. This he had carried with him on sea voyages, and had shown to his mates.

"You've been writing a lot recently about the common-sense approach to our economic problems," he said, "but you've never summed the whole thing up better than you did in this editorial. I wish you'd re-run it in your column this week."

So here it is, verbatim, just as it appeared eight years ago:

The Trader vs. Planned Economy

Left-wingers have a most childish way of answering the arguments of those who oppose or dispute with them. They simply call any or all opponents "economic royalists," or "capitalistic tools."

The writer of this editorial is neither an "economic royalist" nor a "tool of the capitalists." He opposes the collectivist philosophy which underlies the New Deal because he is a student of history. What does history teach?

In general, those nations which have allowed free initiative to the trader have enjoyed peace, prosperity, and freedom. Those nations which have allowed politicians to gain the ascendancy have known loverty, serfdom, and war.

To develop this thesis even in outline would require a lengthy book; but most readers of this edibrial can recall example after example from their own historical readings. On the side of freedom and prosperity: the Phoenicians, the Greeks, the Romans, the Italian city-states such as Venice; and, in our own times, England, France, The Netherlands, the Scandinavian countries, and the United States of America.

The histories of France and England present most complete records of the identification of national progress with the freedom of the trader. How the emergence of the merchants from the controlled economy of the feudal states brought prosperity and world dominance to these two democracies is a most fascinating picture of human achievement.

And in the United States we have witnessed a unique phase of this chapter in history. An immigrant nation, it was populated predominantly by the middle classes of Europe, in whom the principles of (Concluded on Page 6, Column 1)

WHAT'S THE MATTER WITH AMERICA?

L ABOR unions are wrecking the country.

Uncurbed, unchecked, and unknowing, they are selling their members into slavery or worse, and are making a shambles of America. Unless all of us get together and do something about it, we can actually go hungry. Things are that bad!

Sad part about the whole mess is that it's our fault—yours and mine. We can't blame John L. Lewis, or Truman, or any other single scapegoat. The labor unions, and their power-mad leaders, who are bringing all of us to our knees just at the time when we should have been enjoying an all-time peak of prosperity, are acting within the law.

Because we middle-class people sat idly by and allowed the Roosevelt New Dealers to steamroller the Wagner Act and the Norris-LaGuardia Act through an intimidated Congress, we are now reaping the consequences. And unless we rise up in righteous wrath and *force* the Senate to go along with the House in revising these statutes to make union labor responsible to the general public, grass will grow in the streets, and our children will be as hungry as the starvelings of Europe. That's no exaggeration, brother.

Just getting sore at John L. Lewis or the railroad unions won't help matters. All they're doing is taking advantage of legal immunity from prosecution for racketeering and acting against the public interest—an immunity which the Wagner Act encourages them to enjoy to the hilt.

As matters stand now, union organizers can threaten the families of working men with violent bodily harm unless they join up, they can close the doors of small business establishments by mass picketing or secondary boycotts, they can engage in extortion or blackmail with impunity, they can throw rocks through windows or deprive men of their livelihoods, they can do darned near anything wicked they please so long as the sacred name of union labor is invoked. But if an employer so much as opens his mouth to protest, or to set the record straight by citing simple facts, he can be slapped into the jug, fined, and put out of business.

Thus, for the first time in American history, a peerage of Lords, Barons, Princes, and Kings has been elevated above the rest of us. Under the law, union labor is above the law. It can do no wrong.

When World War II ended, this nation was impatient to launch one of the greatest eras of prosperity in all history. Our needs were immense. Our wants were astronomic. Our savings were enormous. And our productive capacity was fabulous.

All the business men we know were keyed up, eager to do bigger and better things. Nearly every corporation had ambitious expansion plans. Wonderful new products were all set to go. Executives thrilled at the prospect of raising the world's living standards to a spectacularly high point. Our young men, the cream of the crop, upon returning from the war were eager and ambitious to go places and do things, to carve out for themselves highly successful careers.

That was last fall. What's the picture today? Here it is, in all its blunt ugliness: Our living standards are tobogganing down hill at a frightening rate. We are getting less and less to eat in the United States; and elsewhere millions are starving. Our returned veterans can't find homes. We can't buy the clothes we need. And as for automobiles, refrigerators, or washing machines . . . they're almost mythical.

Labor refuses to put in an honest day's work. Manufacturers can't get materials. Even if they could produce, manufacturers would be unable to ship their products. Meantime, the flood of government-created money has washed out the dikes of fiscal stability and is drowning the nation with inflation.

We are rapidly going to hell in a hand-basket. The great United States of America, mightiest nation the world has ever seen, simultaneous winner of two colossal wars in Europe and Asia, is tottering toward a collapse. It is staggering downward into complete stagnation, prostration, and paralysis.

Meanwhile, World War III apparently has become a sure thing. Lineup: America and Britain vs. Russia. Probable starting time: 1955 to 1960. Inevitable result: the end of civilization as we know it, and an atomic death for many of us and our families.

Think we're unduly pessimistic? Hm-m-m....

In Paris today, the so-called "peace conference" doesn't even have the subject of peace treaties with Germany, Japan, and Italy on its agenda. All the maneuvers there, and at sessions of the United Nations, are devoted to lining up small powers—including our erstwhile foes, Germany, Japan, and Italy—on one side or the other in preparation for the coming Armageddon.

When previous wars ended, long periods of peace followed while nations licked their wounds and tried to forget about battles. This time we're choosing up sides and fighting for strategic bases before even attempting to write peace treaties.

This next—and last—war will be IT, brother. What are we doing to prepare for it? Why, we're liquidating our assets. We're committing national suicide slowly and painfully (not very slowly, at that). We're junking our army, we're throwing away our productive capacity, we're sneering at the thought of patriotism, and we're forgetting the First Law of Nature, which is *survival*. The way things are going now, Russia will win World War III by default. She can take us over without a struggle—that is, if we seem *worth* taking over.

What's happened to America? How did we get into this fix? Who's responsible? There's one crystal-clear answer:

Labor unions are wrecking America.

First the automobile workers quit work. They refused to produce for a long, long time. And, just when they were about to get together on Truman's out-of-the-hat 18-cents-an-hour raise, the steel workers and the electrical unions ordered a strike. Then came the prolonged coal strike. Next, the railroads. Meantime, hundreds of unnoticed strikes got going in small tributary plants, strikes which threw millions of men into the soup-kitchen line. Eventually, all these holidaying labor unions settle for that magic 18-cent raise. But the nation's economy throttles down to a full stop in the process.

Because the supply of goods diminishes while printing-press money increases, prices soar. Not "officially," perhaps, but actually, yes. Black markets flourish. Inflated money pours into the greedy hands of the worst element in our population. Thugs and gangsters toss hundred-dollar bills around in Florida. Unprincipled men buy up control of corporations through stock-market transactions, and "muscle in" on our currently most lucrative racket (labor union control).

That's what the unbridled actions of union labor, under the benign protection of the Wagner Act and the Norris-La Guardia Act, has done to us. It has shoved the control of this formerly fair nation into the beady-eyed grasp of gangsters, hoodlums, power-mad dictators, and robbers.

Be not deceived. Union "leaders," like John L. Lewis, aren't responsible for this shameful debacle. Legally-favored union labor is. We can't attribute the abdication of our national conscience to the balefully shaggy eyebrows of John L. Lewis any more than the German people can blame their

(Concluded on Page 10, Column 1)

Plan Absorption Of Range Price Rise By Dealers

WASHINGTON, D. C.—Dealers may be forced to absorb most of the 11% increase in manufacturers' prices of electric ranges which is expected to be announced momentarily by OPA, it was learned from authentic sources here today.

If the order for the increase is issued on this basis, some observers believe that it means that OPA has not given up its principle of cost absorption by retailers.

The House bill to extend the Price Control Act, which provides amendments protecting the distributor's and dealer's margins of profit, is now being considered by the Senate, and certain forces are fighting to kill these amendments.

IT'S NOT TOO LATE TO WIRE OR WRITE YOUR SENATOR DEMANDING THAT THE PRINCIPLE OF COST ABSORPTION BE ABOLISHED IN ANY LEGISLATIVE MEASURE EXTENDING THE PRICE CONTROL ACT!

G-E's Wilson Tells How Price Control Strangles

WASHINGTON, D. C.—One man in the appliance industry who believes in writing his Congressmen is Charles E. Wilson, president of General Electric Co., whose recent letter sent to every member of the Senate Banking and Currency Committee, detailing his company's experience of delays and confusion with OPA pricing of refrigerators, appliances, and radios is said to have made a considerable impression on the senators.

"When these few examples of delay and confusion are multiplied by the hundreds of thousands of items needing price action in our own (Concluded on Page 4, Column 5)

Repair Firms Can Boost Prices For Labor Raises

WASHINGTON, D. C.—Refrigeration and appliance contractors and dealers who employ eight or less persons are again allowed to add their authorized wage increases since Oct. 3, 1942, to their customer's hourly rates, says the OPA.

Servicing of the following products are covered: refrigerators, refrigerating equipment up to 25 hp., air conditioners up to 25 tons capacity, kitchen equipment and appliances, (Concluded on Back Page, Column 1)

One G-E Refrigerator To Have Two Doors

SAN FRANCISCO—The General Electric two-temperature household electric refrigerator will be manufactured with two exterior doors—one for the low-temperature compartment and the other for normal refrigerated storage, it was revealed in a recent talk here by Elizabeth Woody of the G-E Consumers Institute.

This type of construction, she said, will assure maintenance of 0° F. temperatures in the freezing compartment (described as having 1½ or 2-cu. ft. capacity, depending on the size of the refrigerator) and will make possible the storage of frozen foods for an indefinite period, as in the home freezer.

Tampa Wholesaler To 'Custom Engineer' Jobs

TAMPA, Fla. — A new appliance wholesaler chartered here is Jacob Mickler Co., Inc., which will handle commercial and household refrigerators for the east Florida coast area. Partners are Solomon Jacobs, Jr., Malcom P. Mickler, Jr., and Ada M. Thiot. The company has begun construction of a shop for "custom refrigeration engineering" to meet the needs of air produce shoppers and sea foods jobbers along the coast, it was announced by the partners.

New Plant Building For Refrigeration Engineering

LOS ANGELES-A new factory building is being erected at 7250 East Slauson Ave., Bell Gardens District, Los Angeles, for the Refrigeration Engineering Co. It will cover an area of 160 x 480 ft. and will cost \$98,000.

Opens Yuma Dealership

YUMA, Ariz.—After many years with the appliance department of Sears Roebuck here, Joseph Hodges has opened up his own home appliance dealership here.

Iceberg Installs First Consumer Locker Models

NEW YORK CITY-Initial consumer installations of Iceberg Refrigerated Locker Units were reported last week by Ross R. Smith, president of the Iceberg Refrigerated Locker Systems, Inc.

In Casper, Wyo., the Spence Refrigeration & Supply Co. has completed installation of an Iceberg Locker Model 660, a 60-drawer unit, and will rent out the drawers to individual customers at their locker plant. This purchaser has ordered three additional 60-drawer units.

In the Philadelphia area, the Frozen Food Store at 1047 West Lancaster Ave. in Bryn Mawr has purchased and installed Model 640, a 40-drawer unit, utilizing it to feed small retail dispensing units.

The Clinchfield Coal Corp. in Dante, Va., purchased from H. D. Smith Sales Co. in Bluefield, Va., Model 660 (60 drawers) installing it in a commissary store for dual purposes: storage of frozen foods for resale, and for rental.

Other installations of the 60drawer unit include one at the Perry Schnitzler Locker Service at Albion, Ind., operator of a custom butchering and food storage service. In Manchester, Va., a private estate has installed this model.

OPA Authorizes Prices for 3 Zerobox Freezer Models

HUDSON, N. Y.-Zerobox Co. here was notified by OPA that the following ceiling prices had been authorized for three models of its line of

Heezers.			
	Oz	sales t	0-
	Dis- tribu- tors	Deal- ers	Con-
20 cu. ft. ½ hp. condensing unit	\$330	\$396	\$660
30 cu. ft. ½ hp. condensing unit	440	528	880
4½ cu. ft. ¼ hp. condensing unit	140	168	280

These maximum prices, OPA said, are subject to the usual discounts and allowances and the extension of services as favorable as those extended to the same class of purchaser on Oct. 1, 1941.

Minneapolis Show Case Freezer Retail Ceiling Set at \$410

MINNEAPOLIS-OPA has fixed a maximum retail price of \$410 for a 12-cu. ft. freezer, Model S-12, manufactured by Minneapolis Show Case & Fixture Co. here.

Order 480, MPR 591, lists the following other ceilings for the unit, which is equipped with a 1/4-hp. condensing unit: to distributors, \$205; to dealers, \$246.

33rd Spring Meeting of ASRE June 3-5 Will Feature Air Conditioning Symposium

ST. PAUL - An all-day session which will see seven technical papers presented in a symposium on air conditioning will be one of the chief features of the thirty-third spring meeting of the American Society of Refrigerating Engineers to be held in the St. Paul Hotel here June 3-4-5.

First technical session of the meeting will be Monday morning, June 3, and the last session will be held Wednesday morning, June 5. A wide variety of technical refrigeration subjects will be discussed, including a new psychrometric chart, heat flow through walls and materials, rating and testing of cooling coils, home freezers, and microbial controls in refrigerated warehouses

In addition to technical sessions, a number of entertainment events has been arranged by the Twin Cities Section of A.S.R.E., which is serving as host for the meeting. A welcome luncheon is planned for Monday noon, and a "Paul Bunyan" buffet dinner-dance and entertainment will be held Monday evening. A luncheon, cocktail party, and dinner-dance are planned on Tuesday. Sightseeing trips, golfing, tennis, swimming, and fishing are other diversions which will be available.

J. F. Raether and R. C. Jordan head the Twin Cities section executive committee in charge of the event. D. K. Tressler is national chairman

of the A.S.R.E. program committee. Advance registration will open on Sunday, June 2, to be followed by meetings of numerous A.S.R.E. committees capped by a dinner and meeting for the council of the society at 7 p.m. Sunday.

Complete program of technical sessions is as follows:

MONDAY, JUNE 3 C. S. Leopold, Philadelphia, Presi-

dent of A.S.R.E., presiding. "A New Psychrometric Chart"-E. P. Palmatier and D. D. Wile,

Carrier Corp., Syracuse, N. Y.
"Heat Flow Through a Complex Wall Structure"-Prof. C. F. Kayan, Columbia University, New York, N. Y.

"Microbial Controls in the Refrigerated Warehouse"-W. L. Mallmann, Michigan State College, Lansing,

TUESDAY, JUNE 4 The Tuesday morning session will be presided over by Roland H. Money, vice president of A.S.R.E. and general chairman of the Tech. nical Committee and will consist of an air conditioning conference at which this subject will be discussed from various angles and the follow-

ing papers presented:
"Application Practices Necessary for a Quality Job"-Ty Fenn of C. S. Leopold, Consulting Engineer,

Philadelphia.

"The Role of Consulting Engineers in Upholding Standards"—Sam Lewis, E. P. Heckel & Associates, Chicago. "The Role of the Air Conditioning Contractor in Upholding Standards"-A. C. Buensod, President, Buensod-Stacey Corp., New York.

"Designing Air Conditioning Systems for Low Maintenance"-M. G. Kershaw, E. I. du Pont de Nemours & Co., Wilmington, Del.

The conference will resume after luncheon with Dr. Donald K. Tressler. Chairman of the Program Committee, presiding, when the following papers will be presented.

"Air Conditioning of Small Commercial Establishments,"-Wm. Piene. Carrier Corp.

"Air Conditioning of Office Buildings, Hospitals, Hotels, and Apartments"-George W. Meek, Consulting Engineer, Syracuse, N. Y.

"Design of Large Spaces and Industrial Installations"—Fred Wood, York Corp.

WEDNESDAY, JUNE 5

The convention will be concluded with the Wednesday morning session, presided over by Clifford F. Holske, New York City, vice president of the A.S.R.E., and the following papers will be presented:

"Technical Phases of Home Freezer Development"-C. E. Lund, Director of Research, Seeger-Sunbeam Corp., St. Paul, Minn.

"Rating and Testing Cooling Coils" -C. M. Ashley, Carrier Corp., Syracuse, N. Y.

"Conductivity of Various Materials at Low Temperatures"-Prof G. B. Wilkes, Mass. Inst. of Technology, Cambridge, Mass.

Refrigeration Equipment Co. Moves to New Site in Austin

AUSTIN, Tex.—The Refrigeration Equipment Co. here has moved to new and larger quarters at 402 E. 2nd St., it is reported by Allan Henry, in charge of sales and engi-

At present the firm, which specializes in locker plant and air conditioning installations in 40 Texas counties, has contracts for locker plants in several sections of the state.

Since January Refrigeration Equipment has been a distributor for air conditioning and refrigeration products of the Worthington Pump & Machinery Corp.

In Austin the company is currently installing several large commercial air conditioning jobs.

Revco Chill Chest Price Set

DEERFIELD, Mich. - Maximum retail ceiling price established by OPA for sales of Revco, Inc., Model FF-62, 6-cu. ft. chill chest, is \$300.

On sales to distributors and dealers, this model can be sold at prices not to exceed \$150 and \$180, respectively, according to Order 495,

Philco Ends 2 Subsidiaries

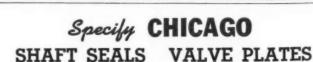
PHILADELPHIA - Philco Corp. has dissolved two more of its wholly owned subsidiaries, Philco Products, Inc., which has handled the national distribution of Phileo products, and Watsontown Cabinet Co.

Activities of these companies will hereafter be carried on directly by Philco Corp.

Assistant Service Manager Wanted

Excellent opportunity with large manufacturer. Must be familiar with all phases of household refrigerator manufacturer's service department such as correspondence, editing service manuals, supervising parts order department, etc. Radio knowledge desirable but not necessary. Give experience, education, previous salary.

Box 1990, Air Conditioning & Refrigeration News







Only Chicago valve plates have replaceable seats.

CHICAGO SEAL CO. 20 NORTH WACKER DRIVE . CHICAGO 6. ILL.



Originators of Instantaneous

43 PIQUETTE AVENUE



Burned to the Ground

H.E., of at

eer,

ago.

sod-

G.

ild-

ting

ood,

the

pers ezer ctor

oils" yrarials

B.

num

icts,

and

will

On Saturday afternoon, May 4th, the new building housing our factory and general offices burned to the ground. The destruction was complete. We were able to save only our financial records, which were in a fireproof safe. The fire destroyed our entire stock of raw materials, our machinery, and our goods in process.

And we lost something even more important and more difficult to replace—our files of correspondence, drawings, and orders, and a list of more than five thousand dealers, jobbers, and prospective users of our products. These records cannot be replaced without your help.

If you have ever had correspondence with us or have placed orders with us, please send us copies of your letters and orders and copies of our replies. We offer you, in return, our assurance that we are doing all we can to be able to serve you soon.

During the next few months we are going to be busy rebuilding, with headquarters at temporary offices in Schiller Park. As soon as it is humanly possible we shall be manufacturing fine refrigeration equipment for you. In the meantime, send us your inquiries. Our products will continue to be sold only through recognized, established refrigeration outlets.

ALBERT H. BROMANN JR.

SCHILLER PARK, ILLINOIS

Complete Cooling Rooms • Industrial and Commercial Freezers • Cold Storage Doors • Direct Draw Beer Dispensers

McCombs Supply Sets Up Plan For Rationing Its Copper Tubing Stock

DENVER--Seeing little hope for any immediate relief from the acute shortage of copper tubing, Harold McCombs, head of McCombs Refrigeration Supply Co. here and immediate past president of the Refrigeration Equipment Wholesalers Association, has turned to rationing in an effort to insure "fair and equitable" distribution of available supplies.

The plan, announced in a recent letter to all customers, involves shipping a "reasonable amount" of tubing based on both the customers' estimated needs for the rest of the year and on the quantity received by the company.

Accompanying each letter was a postcard on which patrons were asked to indicate the amount and sizes of tubing they calculate will be needed through 1946. The right to cancel the estimate at any time is reserved by the customer.

As the cards are received, they will be filed in alphabetical order, the company said.

HOW SYSTEM WORKS

"When we receive a shipment of tubing," the letter continued, "we will ship against these quantities, starting with "A" and so on through the alphabet. We, of course, will not send all the tubing we receive to the first customer, even though he might have that amount or more shown on his card. We will ship a reasonable amount, based on the quantity we receive."

Emphasizing the necessity for cooperation by customers if the plan is to work, the company offered these

"1. Do not estimate more than you reasonably expect to use this year. (Quantity shown will not be used as a basis for amount to be shipped.)

"2. Do not indicate sizes you do not normally need. For example, one customer might need 15%" OD tubing desperately when you would not normally use that size.

"3. Remember that we do not know when we will receive shipments, how much, or what size."

REASONS FOR RATIONING

Explaining the reason for adoption of the rationing plan, the company pointed out that the copper tubing situation "has reached a point where there is not much prospect of relief in the near future.'

"Brass mill production has dropped to 15% of capacity," it was stated. "This, together with an unprecedented demand makes some form of rationing necessary.

"We expect to receive small quantities of copper tubing from our suppliers, but it certainly will not be sufficient to take care of even normal requirements. It is our desire to ration out what tubing we are able to obtain in a manner that will be fair and equitable to all our cus-

All back orders for tubing are cancelled automatically by the plan, the company said. It was explained that rationing will be discontinued "when delivery again approaches

Copper Shortage Can Shut Industry Plants

NEW YORK CITY-The copper supply situation is now to the point where many plants making consumer's goods are faced with the prospect of closing because of the lack of copper.

In advertisements in May 21 daily newspapers, showing the last few strands of wire coming off a reel, General Electric Co. declared:

"When this is gone, we'll have to quit." The copy further explained-

"We are unable to replenish the stock of many of the materials from which our products are made. Since the first of the year, strikes in our own plants, in the steel industry, and in other suppliers' plants have costantly interfered with production. And the coal strike, affecting every industry that supplies us, made things even more difficult.

"The supply of copper we have left is being distributed to keep as many people as possible working. But already our stock of some special types of copper is used up, and the jobs requiring it are halted. When the remaining supply is exhausted, there will be nothing for a great many of our employes to do. And even after copper production is resumed, it will be a long time before we will begin to get normal supplies again."

At least one refrigeration supply wholesaler has instituted rationing of copper tubing used in refrigeration system installations (see story on

Will Move Soon



J. J. NANCE

Nance Will Take Post On G-E President's Staff

BRIDGEPORT, Conn. - James J. Nance, former vice president and director of sales, Zenith Radio Corp., is to join the General Electric Co. July 1. He will be a member of the president's staff.

Mr. Nance was at one time a Frigidaire sales executive.

Philco Reports Loss; **Plants In Operation**

PHILADELPHIA—Because normal manufacturing volume and efficiency could not be attained, Philco Corp. for the first quarter sustained an operating loss of \$2,569,471, subject to tax credits under the carryback provisions of the tax law estimated at \$2,500,000, which reduced the net loss for the quarter to \$69,471, Philco President John Ballantyne reports.

With production of civilian goods hampered by parts shortages and strikes in suppliers' plants, sales of Philco Corp. in the first three months of 1946 totaled \$14,218,351, as compared with \$38,046,306 in the first quarter last year when the company was fully engaged in war work.

"Resumption of civilian production has been hampered and retarded by delays and interruptions growing out of the disturbed economic conditions that prevail nationally," Mr. Ballantyne said. "From April 22 to May 6, the company's home radio assembly operations in Philadelphia were discontinued due to a critical shortage of radio parts.

"Production has been resumed, but may be subject to further interruption by the copper situation, which remains critical and the coal shortage with its effects on the steel, transportation, and other industries. Drastic economies have been effected in recent months, and with any sustained pick-up in production above recent levels. Philco Corp. should again be able to operate on a profitable basis.'

Philco stockholders at their annual meeting here adopted an amendment to the corporation's charter increasing the authorized capital stock of the corporation from 2,000,000 shares of common stock to a total of 3,370,057 shares, to consist of 250,000 shares of \$100 par value preferred stock, 2,500,000 shares of \$3 par value common stock and 620.057 shares of \$3 par value "B" stock. The "B" stock will represent the same number of shares of common stock which are now issued and owned by the corporation, and will eventually be cancelled.

Adoption of the amendment will make it possible for the corporation to secure the additional capital that may be required from time to time by expanding activities in the radio, television, home freezer, and air conditioning industries.

The management announced that it is planned to raise approximately \$10,000,000 of additional capital this year, but final plans have not yet been made for the sale of any of the preferred or common stock authorized today.

Wilson on OPA--

(Concluded from Page 1, Column 5) company and by the many millions of products of American industry, the hopelessness of the present procedure becomes overwhelming," he wrote.

Ida

Lar

Free

age f

partn

Expe

intere

in the

age

with

freeze

cabin

ft. ca

farms

storag

use lo

which

aging

freezi

The

freeze

Inci

cooke

meats

during

Refr

Mod

MIN

on sal

14 hp. Model 4 conder

Ceilin

Of [

TAC

tured 1

Co. we

the foll

WB 301, WB 401,

The

allowan

above p

Kande

Bever

permissi

OPA O

and dea \$402, re The a

usual di

OPA TO

With \$

price of

for a 15.

tured by

Co. here

Other

agency

591 are:

and \$270

said.

Maxin

Inv

d. I

"Our experience with refrigerator prices is typical," Mr. Wilson said in his letter. "In the fall of 1945 we instituted plans for production of three new models of refrigerators, different from any we had made prior to the war. Following the completion of our production and cost investigations, we filed our application for approval of prices on these three models. This was on Dec. 10, 1945. The application was reviewed on that day by General Electric representatives and an official of the OPA in Washington, and the latter expressed the opinion that price orders could be issued on the three models before Dec. 25, 1945.

"On Jan. 7, 1946, the OPA requested additional information, which was given to them on Jan. 17. From the filing of the application, company representatives followed OPA weekly, requesting approval of the prices applied for.

'This approval was issued March 17, 1946, when Amendment No. 4 to MPR 598 was published, allowing the prices originally requested. This was three and one-half months after the application was filed.

'Meanwhile, of course, our entire cost picture-both labor and material-had been completely altered so that the price approvals were inadequate when finally granted."

It's Not too Late!

IT'S NOT TOO LATE TO WIRE OR WRITE YOUR SEN-ATOR DEMANDING THAT THE PRINCIPLE OF COST ABSORPTION BE ABOL-ISHED IN ANY LEGISLA-TIVE MEASURE EXTENDING THE PRICE CONTROL ACT!

American Brass Co. Strike Is Settled

WATERBURY, Conn. - Employes of the American Brass Co. were returning to work this week following the termination of the 105-day-old strike, following approval of a new contract agreed to by company and union officials.

The American Brass Co. has made application with the Wage Stabilization Board for a price increase to meet increased salary demands, which application was endorsed by



Send for your copy of this Big. New Catalog of Refrigeration and Air Conditioning Parts, Tools & Supplies. Boserved exclusively for the Whole-sale Trade. Please include proper identification with your request.

REFRIGERATION SUPPLY CO. 546 W. 119th St. ★ Chicago 28, Ill.

Freon **Condensers and Coolers** designed and built QUICKLY.

Speed in emergencies, retubing coolers and condensers of any kind. We design, build, retube or repair anything with tubes. Service 24 hours a day.

Condenser Service & Engineering Co., Inc. HOboken 3-442 Phones: REctor 2-9360



Equipment is Designed to Give - with

CENTURY MOTORS

Quiet Starting and Operating

Tentury air conditioning motors contribute greatly to the comfort of air circulating and air cooling installations.

Century motors' unusual freedom from vibration - and quiet starting and running are the result of careful electrical and mechanical balancing, accurately machined bearings, rigid motor construction, and cushioned bearing bumpers that reduce the shock often caused by V-belt irregularity.

Many air conditioning and refrigeration

manufacturers have standardized on Century motors to assure their customers the greatest air conditioning comfort for the longest period of time.

Century builds a complete line of motors from 1/20 to 600 horsepower to give smooth, quiet, dependable operation on compressors, blowers, fans, pumps, unit heaters and any other heating, cooling or air conditioning installation. Specify Century motors on all your electrically powered equipment.



CENTURY ELECTRIC COMPANY, 1806 Pine St., St. Louis 3, Mo.

Offices and Stock Points in Principal Cities

Idaho Farmers Desire Large Reach-in, Walk-in Freezers, Survey Shows

MOSCOW, Ida.—In a survey of 2,000 Idaho farms where frozen storage facilities are desired on the farm, the Agricultural Engineering department of the Idaho Agricultural Experiment Station found farmers interested in about equal proportions in the following type equipment:

a. Combination walk-in cold storage and freezer compartment in sizes ranging from 75 to 300 cu. ft. with a cost varying from \$400 to \$600.

b. Eight and 12-cu. ft. reach-in

as

ral

îfi-

nd

nat

he

the vas the

4T

old

c. Twenty to 30-cu. ft. lift-top cabinets.

d. Reach-in units with 35 to 75-cu. ft. capacity.

Investigators found that 1% of the farms reporting now have frozen storage facilities on the farm. About 85% of the farmers reporting now use locker plant facilities and would plan to continue using this service, which may include butchering, packaging, and the use of the quick-freezing unit.

The farmers would process and freeze their own fruits and vegetables.

Increasing interest is reported in the possibilities of utilizing frozen cooked foods, including pastries, meats, and soup stocks, particularly during harvest season when a peak load occurs in farm kitchens as well as in the fields.

Refrigeration Engineering Models Priced by OPA

MINNEAPOLIS — Retail ceilings of \$539.50 and \$598 were established for Refrigeration Engineering Co.'s refrigerator unit Models 20 and 40, respectively.

Specifications and maximum prices on sales to distributors and dealers of these units are:

	On sales to—	
	tribu- tors	Deal- ers
Model 20, 20 cu. ft.	\$300	\$360
Model 40, 1/3 hp. condensing unit The above prices w	425 vere set	480 forth
by OPA in Order 486,		

Ceilings Assigned 4 Models Of D. L. Johnson Freezers

TACOMA, Wash.—Four models of farm and home freezers manufactured here by the Don L. Johnson Co. were assigned ceiling prices in OPA Order 487, MPR 591.

On sales to distributors, dealers, and consumers, prices not to exceed the following are permitted:

		On	sales to	_
		Dis-		Con-
***		tribu-	Deal-	sum-
Model No.		tors	ers	ers
WB 101, 10 cu.	ft.	\$195.00	\$234	\$390
WB 201, 16 cu.	ft.	275.00	330	550
WB 301, 20 cu.	ft.	330.00	396	660
WB 401, 24 cu.	ft.	382.50	459	765
The usual	tern	ns, disc	ounts,	and
allowances a	re	applicat	le to	the
above prices,	OPA	said.		

Randall Permitted to Retail Beverage Cooler at \$670

DEMOPOLIS, Ala. — The H. P. Randall Mfg. Co. here has been given permission to retail its 10 ft. beverage cooler at \$670, according to OPA Order 496. MPR 591.

Maximum prices to distributors and dealers were quoted at \$335 and

\$402, respectively.

The above prices are subject to the usual discounts and allowances, OPA

OPA Tags Poplar King Freezer With \$450 Retail Price Ceiling

MILWAUKEE — A retail ceiling price of \$450 has been set by OPA for a 15-cu. ft. food freezer manufactured by Poplar King Refrigerator Co. here.

Other ceilings announced by the agency in Order 477 under MPR 591 are: \$225 on sales to distributors and \$270 on sales to dealers.

Cost of Buying, Maintaining Frozen Food Cabinets Is Vital Factor to Independent Stores, D'Agostino Says

NEW YORK CITY—The cost of buying and maintaining cabinets and compartments in which frozen foods are stored will be a vital factor in determining the number of independent food stores which will handle such merchandise, it was predicted by Patsy D'Agostino, vice president of the New York Retail Grocers Association, in addressing a forum meeting of the Eastern Frosted Foods Association.

Other factors which will influence the growth of frozen food business in retail stores were listed by Mr. D'Agostino as including: the quality and dependability of merchandise in this period, when the housewife is not yet educated to the use of frozen foods; the distribution cost to the processor before merchandise reaches the store; the extent to which the processor will encourage or discourage price-cutting, and the type of

display equipment available to retailers.

It was predicted by other speakers that the frozen food industry can hold its wartime gains providing it will improve the packaging of its products, make the labels more attractive, and see that compartments in which merchandise is displayed present greater merchandising appeal.

Frozen foods will become an important department in every unit of a food chain organization, it was declared by George T. Phillips, who is sales manager of H. C. Bohack Co., Inc.

He said that if he were to do any forecasting for the future, he would estimate frozen food sales in larger stores of the Bohack organization would account for 10% of total volume, while dry groceries account for approximately 50% of the vol-

ume; meat, poultry, and fresh fish, 24%; and fresh produce, 16%.

Asserting that present packaging of frozen foods is not designed for self-service, Larry Johnson of the Johnson Supermarket, Syracuse, N. Y., urged the companies to eliminate designs of animals and kindred subjects from the package and replace them with pictures of foods in the carton.

Hester Service Industries Enters Lincoln Appliance Field

LINCOLN, Neb.—A new appliance firm here is the Hester Service Industries, which will carry complete lines of home appliances. Incorporators include Edgar N. Hester, Milton G. Hester, and Harold Hendee, all of Lincoln.

Weatherhead Parts Get 7% Price Increase

CLEVELAND — The Weatherhead Co. here has been authorized to increase by 7% the maximum prices in effect April 24, 1946, for its line of refrigeration parts by OPA in Order 432, MPR 591.

Resellers, the agency said, may add to their existing ceilings the actual dollar-and-cents increase in acquisition cost resulting from the adjustment granted the manufacturer.

These prices became effective April 25, 1946.

Lea Walk-in Freezer Price Set

BOISE, Ida.—OPA has set a maximum retail price of \$1,200 for a walk-in freezer manufactured by C. W. Lea Sales Co. here.

Other ceilings announced by the agency in Order 442, MPR 591, for the cooler—Model 101—are: \$800 to distributors and \$960 to dealers.



FREON Lab"M.P." guards against Corrosion,

Freeze-ups in Air Conditioning and Refrigerating Systems

A new kind of "M.P.," a "Moisture Patrol," protects the long life and well-being of systems using "Freon" safe refrigerants.

The laboratory control test that is illustrated above proves the amazing dryness of "Freon"—gives hourly assurance during production that there are no more than 25 parts of moisture in a

million parts of "Freon."

This test for moisture content is only one of the many tests that guarantee the purity of "Freon" safe refrigerants. Developed and produced specifically for air conditioning and refrigeration, these refrigerants permit engineers to design compact, efficient, long-lasting equipment.

"Freon" safe refrigerants are non-flammable, non-toxic. Because they're pure—non-corrosive—they help keep maintenance costs down. For safety, efficiency, and long-range economy, use "Freon" safe refrigerants. Full technical data upon request. Kinetic Chemicals, Inc., 10th and Market Sts., Wilmington, Delaware.

OUTSTANDING FEATURES OF "FREON" SAFE REFRIGERANTS

- 1. Narrow boiling point range—confined within limits of ½°.
- 2. Low volume of insoluble gases—less than 2% in vapor phase.
- Freedom from acids—thorough tests prove there are no acids in "Freon' refrigerants.
- 4. Freedom from impurities—high boiling impurities total less than 1/20 of 1%
- Freedom from moisture—tests prove there are no more than 25 parts moisture in a million parts of "Freon."



INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

free enterprise were strongly implanted. America presents the spectacle of a nation into whose very structure the ideals of free enterprise are incorporated. Under the benign influence of these principles a free people built, during the short space of a century and a half, a nation unparalleled from the standpoint of prosperity and individual freedom.

Collectivist States Can Be Observed In Operation

On the other side of the fence, one can point to the totalitarian states now in existence: Germany, Italy, and Russia, in which freedom is merely a blunted memory, prosperity an impossible longing, and war an imminent inevitability. It is no longer necessary to argue theory with Communists or Socialists. The example of what actually happens in a collectivist state is revealed before our eyes today.

Controlled economy means controlled living. The planners must work their plan. Hence there can be no dissent. Freedom of action, freedom of speech, freedom of thought, freedom of religion, freedom of science, freedom of education must be crushed—everything must work toward the success of the plan.

The end, they say, justifies the

And what is this sacred "end" for which the collectivists would have us give up our precious heritage of freedom? They answer: economic betterment for the masses. Control of wealth, they say, must pass from individuals to the state.

But the state, we reply, is no holy abstraction. Government is just a group of men. In changing from capitalism to collectivism, title to the nation's wealth and resources merely shifts from one oligarchy to another. Turning control of capital over to the state intensifies that control, and decreases the number of men in control. Instead of dollars, political power becomes the new symbol of wealth. And if anybody doubts that each variety of oligarchy enjoys the same perquisites, he need only observe how the rulers of collectivist states live.

You can change the system but you can't change human nature.

Chance for Everybody Under Capitalism

In a competitive capitalistic society, every man has a chance to gain wealth and power—and thousands do. Furthermore, history teaches that while the individual entrepreneur of great talent may gain more wealth, living standards for the masses become higher, too. This, plus freedom. In a free society, everybody has a chance at gaining wealth; under the superstate, only the self-perpetuating ruling caste can attain luxury. And in a free society, the "masses" live better than they do under a superstate.

The story of progressive civilization is an account of the rise of nations which allowed the business man, the trader, the individual, freedom to go about his work. And in the wake of the trader have followed culture, education, and development of the arts and sciences.

The Trader Learns Tolerance

This is no formula handed down from on high; it's a relatively simple matter to explain. The trader learns tolerance. He sees all types and manner of people. He learns what they want, what they need for better living, and endeavors to give it to them. Thus he encourages scientific investigation, he subsidizes art. And both freedom of individual action and peace are necessary to the development of his business. Hence the standard of living of the entire populace improves apace with the success of the trader.

Peace is essential to the trader in order that the interchange of commodities may proceed unhampered. It is also essential to the establishment of stable currencies, prices, and values. What's more, war diverts income from trading channels into the enormously unproductive—and destructive—expenditures for military campaigns; and diverts inventive minds from the vocation of improving man's manner of living to the ghastly business of mass destruction.

Individual Freedom Essential to Commerce

Individual freedom is also greatly

desired by the trader—not only for himself, but for his customers. Unless the individual is free to aim at the highest possible position in a peaceful society, a progression of living standards cannot be achieved.

Men must have freedom of opinion, too, with no fear that their speech or thoughts or actions may cause retaliation by their government. They must have freedom of motion, so that they can seek the best opportunities open to them. They must have freedom of social intercourse, so that no false social standards may impede them in their efforts to achieve a higher position. All these things are essential to commerce.

Because the trader has of necessity sponsored peace and freedom wherever he has been in the ascendancy, the prosperity that peace and freedom invariably bring has rewarded the nations which put their trust in business men rather than in dictators and warlords.

Under collectivism control, however, the individual becomes entirely subservient to the state. That means he becomes subservient to the rulers. And the chief end in view of rulers (the history of all such states affirms this) is to keep their power. What do the masses get out of this? Again history answers: enslavement, poverty, and inevitable war.

Proponents of planned economy and the collectivist (or totalitarian) state must presuppose rulers who are both supermen and benevolent. It is possible that rulers can operate benevolently; there have been many such examples. But not in succession. For every Augustus there are three Neros. Benevolence seems invariably followed by tyranny.

And supermen? Try and find them today. Our modern technological civilization has become so vastly complex that no individual or group of individuals can grasp the infinite details of knowledge necessary to intelligent control of its activities. The pitiful, if earnest, attempts of the NRA administrators to understand (let alone, direct) the great provinces of industry assigned to them is a painful memory to all who were familiar with that recent phenomenon.

Simplification Means Lower Living Standards

By hypothesis, the modern dictator must simplify in order to control and direct. Simplification means reducing the number of things we can have and enjoy and do—or, put another way, lowering the standard of living. This has been borne out in the Germany, Italy, and Russia of today.

The unparalleled standards of living which have characterized the Twentieth Century have come about through the diversification of industry, and the increasing division of labor. (Incidentally, the division of labor was one fundamental concept of industrial civilization which Karl Marx, as shown in his writings, never comprehended.)

Collectivists, as we have said must simplify. There must be less diversification in order for them to control and direct. So far, the only method they have found of enforcing simplification of their people's activities is to regiment, or militarize, the nation. The entire body politic becomes an army, under strict army discipline.

By simplification, by turning backward the tides of progress turough diversification and division of labor, they impoverish the people. Thus, there is only one method open to them for gaining wealth for the nation: war. They must take wealth from another people.

America was founded by men and women who wished to escape from the tyranny of authoritarian states. They came to this new land so that they could worship as they pleased, think as they pleased, and do business without government interference.

America fought for, and won, its independence because its citizens revolted against the oppressive taxation which is a concomitant of the authoritarian state. And America became the greatest nation on earth, with the highest standards of living in the world's history, because its traders, its business men, were allowed freedom to develop the country and its resources and to put science and industry to work in behalf of the people.

Collectivist State Is An Anachronism

The authoritarian collectivist state is an anachronism. It has no place in a modern industrial civilization. If allowed free rein, the collectivists in the end are bound to wreck the civilization we have attained. And Americans, of all people, should resist state encroachment upon individual liberty with all their might and main.

Americans do not need to study world history in order to make up their minds about planned economy. They have seen how liberty and competitive capitalism have made their nation free and great. In falling for the oleaginous blandishments of the glib New Dealers they are rejecting the fundamental principles which have made America the envy of the world.

An abr

was de

During

or the

In summation we can only repeat the original thesis: those nations which have granted the trader the right of free initiative have enjoyed prosperity, freedom, and peace; whereas the nations which have allowed politicians to gain control have suffered poverty, serfdom, and war.

Which do YOU want?

Send C.O.D.



"Superior" TUBING 4 WAYS BETTER

Whatever use you put versatile copper tubing to, you must remember that dirt, oil, compound, or saw filings will hamper and some times cause failure to your own products or installation. For this reason, Penn points with justifiable pride to our unique, dirt killing washing process which tests and cleans in a single operation. For the highest quality clean tube think of "SUPERIOR". Remember! It's the inside that counts.

PENN TUBING IS "SUPERIOR"

Are you missing out on PAPCO? Fastest Flaring tool you ever used.



If you haven't already placed your order for the new Papco Tool, which is revolutionary in idea, tops in performance, and the most efficient tool for tube flaring that has ever been produced, write today for Papco No. 400 Bulletin.



The Only Complete TRADE-IN MANUAL & DEALER GUIDE
On Household Refrigerators

Indispensable reference for DISTRIBUTORS, DEALERS & SERVICE OPERATORS

Detailed specifications and actual photographic reproductions of over 1900 of the key refrigerator models manufactured since 1928 including the new 1946 models. Arranged and indexed for quick reference. More than 2000 authoritative trade-in values shown—appraisals established by experts.

values shown—appraisals established by experts.

Bookbound in durable washable green cloth—256 pages solid with photographs, specifications, trade-in values, approved 1946 list prices, statistical marketing data, and other useful information on household refrigerators.

Protect your profits—Be prepared with sound trade-in estimates. Order this compact pocket size (43/4x61/4) complete reference manual today! Only \$5 a copy. Send check or money order—or request C.O.D. delivery.

WRITE FOR QUANTITY DISCOUNTS ON 100 OR MORE CORIES

-		
NOW!	STANDARD REFRIGERATOR TRADE-IN MANUAL CO.	
	503 West 43rd St., New York 18, N. Y.	
Please se	nd mecopies of the TRADE-IN MANUAL at \$5,00 ea	ch
NAME	***************************************	
STREET	ADDRESS	.00
CITY	ZONE STATE	

Check or Money Order Enclosed

BRASS & COPPER CO.
ERIE, PENNSYLVANIA · Phone 35-111

Provides Information on Volume, Mark-ups

Editor's Note: The OPA Amendment 11 to Order 1 under NPR 591, raising the price of condensing units through 5 hp., WAS reported in the May 20 issue of the NEWS.

Accompanying the order increasing prices is an OPA ".pinion" setting forth the reasons for the price boost. Because this opinion offers considerable information about the scope of m nufacturing operations in the commercial condensing unit field, and distribution mark-ups and costs, the editors are publishing

exception on an installed basis. Such sales are subject to service regulations which permit the use of current material

costs in the price computations. Absorption by such sellers is therefore not possible under this action.

Insofar as practicable, the Administra-

tor has consulted with representative members of the industry, including the

Industry Advisory Committee, and has given consideration to their recommendations. In general, such representatives have expressed their approval of this

OPINION ACCOMPANYING MENDMENT 11 TO ORDER 1 UNDER MAXIMUM PRICE REGULATION NO. 591

ncept

ings,

must

liver-

ontrol

ethod

impli-

ation.

back

rough

labor Thus

en to

vealth

n and

from

tates

that

eased

busi-

tizens

taxa

f the

nerica

earth. living

se its

were

coun-

place

And on in

study ke up nomy

their

whic

repeat ations

er the

ontro

JIDE

de-it

data

Send

put

Amendment 11 to Order 1 under sec-ion 22 of Maximum Price Regulation 50, 591 provides for a 17 per cent increase the manufacturer's properly established maximum prices for compressors and condensing units having a capacity of jhorsepower or less, and repair and service parts for such compressors and continuous continuo

densing units. Resellers are permitted to advance their existing maximum prices by the dollars-and-cents amount of the increase in their acquisition cost resulting from the adjustment granted the manufacturer.

There are 21 companies manufacturing ressors and condensing units. These firms fall into three distinct categories. Better than 70 per cent of all compressors and condensing units are produced by five nanufacturers who either make nothing— wery little— else.

A second group of manufacturers procompressors and condensing units addition to a vast number of other mimodities. Finally about 10 per cent mmodities. Finally about 10 per cent produced by manufacturers who make on only as component parts, for other nipment that they produce.

Because of the fact that their plants were strike bound, it was impossible to gain access to the books of companies gan access to the books of companies representative of the multiple-line producers. Nevertheless in view of the nature of the industry it was deemed practicable to rely upon the 5 single-line producers who together account for 70 percent of the industry volume to determine the industry's needs. termine the industry's needs.

The fact that the sample companies are incle line producers adds validity to the findings of the survey since cost experi-nce of such firms is not complicated by cost movements of other products.

The sampled companies submitted profit and loss statements covering their opera-tions for the years 1936-39, 1941, and the last quarter 1945. Data for intervening period were not required because, although the industry was making its products for the war program, the prod-net mix during the war years was significantly altered.

An abnormal proportion of the indus-TY's production was concentrated in the sugar units. Since this sales pattern would not continue during the postwar period, it was felt that the cost experience for the war years could not be considered as being indicative of the industry's experience in the future. Consequently, it was decided to disregard the war years. During the year 1941, the sample com-During the year 1941, the sample com-benies had a volume of over \$18 million. For the last three months of 1945, the same producers, after correction was made for individual price adjustments granted some firms, were operating at annual volume of approximately \$245 millions 32416 millions

Since 1941 is considered a year of normal volume, it is clear that the indusnot operating at a depressed

of the sample companies for the last three months of 1945 was adjusted to give effect to recent subsequent material cost resulting from material price granted by OPA. In addition, its were adjusted to reflect the Preased labor efficiency and the reduc-on of overtime and premium payments Expected during the next 12 months.

these adjustments had been and the individual profit and loss ents were summarized, an increase per cent over the industry's maxirices, prior to any individual price ents, appears to be necessary in permit the industry generally to ing the next 12 months the same eturn on its current net worth during the 1936-39 base period. distribution of compressors and ing units is handled by two of resellers, the wholesale disand the dealer who sells at practically all instances also the of the equipment.

eration has been given to the ty of requiring partial or com-bsorption of the manufacturers' by distributors. It is known stributors operate at a mark-up of sent on cost. It is further known class of reseller has an average ng expense rate of 20 per cent on

these circumstances, distributors be required to absorb all of the curers increase since the resulting would be less than their average rate. However, the distributor rate. However, the distributor ctain a margin just equal to his expense rate if he were perperence reflect in his maximum prices all increase in acquisition cost from the manufacturer's price

accompanying amendment a dollar-and-cents pass ovide by distributors since such action instance meets' the absorption andards of this office.

Sales by retailers of compressors and units are almost without

MINNEAPOLIS -- Six models of farm freezers manufactured by the Loudon Mfg. Co. here were ceiling priced by OPA Order 455, MPR 591, at the following levels:

0	n sale	s to	
Na- tional dis- tribu- tors	Job-	Deal- ers	Con- sum- ers
\$205	\$225	\$256	\$341
239	265	299	399
253	280	317	423
215	234	270	360
269	297	337	449
284	313	355	473
	Na- tional dis- tribu- tors \$205 239 253 215	National disaltional disactions. Jobbers \$205 \$225 239 265 253 280 215 234 269 297	tional distributors Job- Deal-tors \$205 \$225 \$256 \$239 \$265 \$299 \$253 \$280 \$317 \$215 \$234 \$270 \$269 \$297 \$337

The above prices are subject to the usual discounts and allowances

OPA 'Opinion' on Condensing Unit Prices 6 Loudon Farm Freezers Minneapolis-Honeywell Buys One Plant, Get OPA Ceiling Prices Starts Another in New Expansion Move

MINNEAPOLIS - Purchase of a new plant and plans for construction of additional manufacturing facilities by Minneapolis-Honeywell Regulator Co. were announced here last week by George A. DuToit, Jr., vice president in charge of production.

The new expansion moves are in addition to the company's previously announced \$4,000,000 program which includes the construction of a new wing to the company's main plant, the work on which already has begun, he said.

Honeywell has acquired from the Heidbrink division of the Ohio Chemical & Mfg. Co. the two-story plant adjacent to its main plant in Minneapolis. Of brick construction, the new factory contains approximately 22,000 ft. of manufacturing space with footings for the addition of a third floor. Land adjacent to the building, will be available for further expansion and will permit a wing 100 ft. by 125 ft. to be added if such action is ever deemed necessary, Mr. DuToit added.

Current plans call for moving Honeywell's plastic molding department, including the plastic laboratory, into the new factory by next month, with operations started by July, DuToit said. When the move is completed and full operations underway, about 250 employes will be required to staff the new plant, it was stated.

Work has started on construction of a 34,000 sq. ft. one-story building which will be used primarily for expansion of machine shop operations. No critical materials will be used in the building under agreement with the Civilian Production Administration. The structure will have outside dimensions of 169 ft. by 270 ft. and will have footings for a second floor if such addition ever becomes necessary.





HELPFUL ADVICE

Your KEROTEST Wholesaler is ready Your KEROTEST Wholesaler is well in formed, in advance, on all new deto offer sound, constructive help on any Air Conditioning or Refrigeration valve velopments, new products and new or fitting problem methods of application.



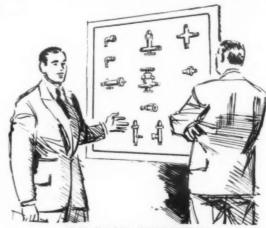
TECHNICAL KNOWLEDGE

Your KEROTEST Wholesaler has had long years of experience and splendid technical knowledge that covers every phase of the industry.



AMPLE STOCKS

KEROTEST Wholesaler carries large diversified stocks—and can quickly obtain special items to meet the most urgent emergency.



EFFICIENT PERSONNEL

Your KEROTEST Wholesaler has a staff of well trained men—to provide prompt, efficient service and intelligent informa-



QUICK DELIVERY

Your KEROTEST Wholesaler provides a quick, systematic delivery service-so that the most remote spot is generally only hours away



PITTSBURGH 22, PENNSYLVANIA

LOS ANGELES

How Manufacturer, Distributor Can Compute Washer, Ironer Prices Under Revised MPR 86

WASHINGTON, D. C .- The recent revision of Revised Maximum Price Regulation 86 which granted a 6.8% increase in manufacturer's prices of washers and ironers also established methods by which distributors and dealers can determine their prices.

Section 15, dealing with distributors' maximum prices was amended so that a distributor who purchases a washing or ironing machine at a price which included any of the "additional OPA industry adjustment," can compute his ceiling price, as follows:

In computing the percentage of the total dollar margin he should receive, the distributor may use: (1) the manufacturer's ceiling price to him in effect on April 29, 1946, for the same model (instead of the Oct. 1-15, 1941, prices); (2) his own ceiling price on that date for sales of the same model to dealers; and (3) the retail ceiling price under this regulation in effect on that date for the same model, OPA said.

His dollar-and-cent markup is then determined by applying the percentage determined by the figures in the preceding paragraph to the total dollar margin between the manufacturer's ceiling price to him, including the "additional OPA industry adjustment," and the retail ceiling price in his zone.

His new ceiling price is, then, the sum of his invoice cost for the machine and the dollar-and-cent

W-R STANDARD Controls

have readily filled

all these demands ...

Pressure Control a Problem ...

if the control is in a room other

than that being controlled as to temperature, we must be sure that it is not affected by the temperature

ture change is positive under all circumstances

it must have a mechanism that will, stand up under the roughest kind of

handling yet be sensitive to the slightest temperature variation.

the control

be sure that the reaction to tempera-ture change is positive under all circumstances

what we insist on is a uniform reaction to temperature changes no matter where it occurs within the range of

Here is an illustration as to just how the distributor arrives at his ceiling price:

\$79.50	zone for Model Q
39.50	factory for sales to distributor on April 15, 1946
\$40.00	Gross dollar margin
	Distributor's ceiling price to

Amount of total dollar margin Retail ceiling price under Section 120

If a distributor finds it impossible to determine his new ceiling price as exemplified above, he is instructed by OPA to use the first applicable rule of the following three:

Rule 5. In each zone, for each model on sales to various classes of purchasers, the distributor's maximum price is the price that will yield him the same percentage of total dollar margin between the manufacturer's established price to him and the retail ceiling in that particular zone that he received during Oct. 1-15, 1941, on the "most comparable model" produced by the same manu-

Rule 6. If the above rule is not applicable, a distributor may adopt

When SPECIAL Requirements Make Temperature or

Specify White-Rodgers!

We must be able to mount the control

we should not have to readjust each

have dials evenly calibrated through the entire range that we can eliminate the setting so that we can eliminate the setting so that we can eliminate

we should not have to readjust each control for altitude variations or atmospheric pressure whether installed in mountainous areas or at sea

contacts must close with a positive contacts must close with a positive the snap action. The construction of this the switch mechanism must assure the

The state of the s

we must be able to mount the control point above or below the control point

as his ceiling price for a given model the price already established for the "closest seller of the same class.

Rule 7. If a distributor cannot otherwise determine his ceiling price, he is instructed to make application to OPA by stating: (a) the name of the manufacturer, (b) model designation of the article, (c) the classes of purchasers to whom the distributor proposes to sell, (d) the ceiling price he proposes for such sales, and (e) a statement of reasons as to why he cannot use any of the above methods of pricing.

Distributor's ceiling price for sales of a particular model of drier to a specified class of purchaser is that price established for his sale by an order issued under Section 14 of RMPR 86.

All Section 16 Changed

Section 16 of RMPR 86 was completely changed, and now governs dealer's ceiling prices on (a) driers and "private brand" washing and ironing machines, and (b) washing and ironing machines other than "private brands."

"For purposes of this order," says OPA," 'private brand' means any article covered by this regulation not offered for sale as the regular brand of the manufacturer, but manufactured by him for a particular person or another manufacturer, whether or not such a person's name or brand appears on the unit."

Dealer's ceilings on such units, continues OPA, are those established for his sales by an order issued under Section 14 of RMPR 86.

Every manufacturer is instructed by OPA to calculate retail ceiling prices of every washing or ironing machine, other than "private brands," under the first applicable rule follow-

182% Or Less of Mfr. Ceiling

Rule 8. If the dealer's maximum retail price for a particular model set forth prior to April 30, 1946, under section 14 of RMPR 86 is 182% or less of the manufacturer's ceiling to distributors, f.o.b. factory and exclusive of all adjustments except that 9.5% increase allowed in RMPR 86 proper, Section 5, the retail ceiling in Zone 1 is the sum of the previously established retail price and the dollar-and-cent amount of any part of the "additional OPA industry adjustment" included in the manufacturer's price, rounded to the nearest 25 cents, OPA announced.

For the establishment of retail prices of the same model in other zones, dealers are instructed to add to the Zone 1 retail price figured above the dollar-and-cent amount of the differential between zone prices in effect prior to this amendment on the same model.

More Than 182% Mfr. Ceiling

Rule 9. If the dealer's maximum retail price for a particular model set forth prior to April 30 of this year under Section 14 of RMPR 86 is more than 182% of the manufacturer's ceiling price to distributors, exclusive of all adjustments except. the 9.5% increase, the new Zone 1 price is the higher of the following amounts:

(a) The ceiling price in effect prior to April 30, 1946, or

(b) The sum of the following, rounded to the nearest 25 cents: 182% of the manufacturer's f.o.b. factory ceiling price to distributors, exclusive of all adjustments except the 9.5% increase allowed by Section 5 of RMPR 86; and the dollar-andcent amount of any part of the "additional OPA industry adjustment" included in the manufacturer's f.o.b. factory price to distributors.

In zones other than Zone 1, deal-

ers are instructed to add to the Zone 1 price the differential in effect previously between prices in the two

If Not Set Before April 30

Rule 10. If no maximum price has been established prior to April 30 of this year for sales of a particular model whose f.o.b. factory ceiling to distributors has been set under Sections 5 or 7 of this regulation, the maximum retail price is determined by the manufacturer according to the following formula:

First, he is instructed to find the model in his line comparable to the machine being priced for which he has a Zone 1 retail price.

(OPA's definition of a "comparable model" is "one which is most like the machine to be priced in design, construction, and operation, and which has an f.o.b. factory ceiling price to distributors, exclusive of adjustments except the 9.5% allowed previously, which is closest to the machine being priced.")

Second step is to find the mark-up factor by dividing the retail ceiling price in Zone 1 of the comparable model by its ceiling price, exclusive of adjustments except for the 9.5% mentioned above, for sales to distributors f.o.b. factory.

The manufacturer is instructed then to multiply the ceiling price to distributors of the model being priced, including the sole adjustment of 9.5%, by that mark-up factor.

Treating the result of the above method as if it were the Zone 1 retail ceiling of the model being priced before April 30 of this year, the manufacturer then determines the present retail ceiling by applying either Rule 8 or Rule 9 mentioned

Mfr. Can Apply to OPA

Rule 11. If the manufacturer finds it impossible to establish dealers' ceiling prices, he may apply to OPA for pricing, giving the information called for under Rule 7.

For purposes of this regulation the zones referred to are those defined for each manufacturer in orders issued under Section 14 of RMPR 86 or under Supplementary Orders 119 or 133, OPA stated.

Admiral Corp. Freezer **Model Gets OPA Ceiling**

CHICAGO-Admiral Corp.'s 6-cu. ft. home freezer-Model HF-646will retail at zone ceilings of \$325, \$330, and \$335, according to Order 435, recently issued by OPA under MPR 591.

Following are the maximum prices: On sales to-

Model No. HF-646—	Dis- tribu- tors	Deal- ers	Con- sumers
6 cu. ft., 1/8 hp.			
condensing unit:			
Zone 1	\$156	\$211.25	\$325
Zone 2	156	214.70	330
Zone 3	156	218.15	335
The agency sa	aid \$5	may be	added
for the five-year	prote	ction pla	an.

New Appliance Distributing Firm Set Up in St. Louis

ST. LOUIS-The St. Louis Distributing Co. here, which will distribute appliances to retailers in Missouri, Illinois, and parts of Tennessee and Kentucky, has been set up in a new building here.

Company officials are E. Lowther, president; H. A. Shanaker, vice president and general manager; and M. A. Oschner, secretary.

Beverage Cooler Made by S & S Products Given Price

Rei

I

me

for

LIMA, Ohio - Retail ceilings of \$188 and \$270 have been set by OPA for two models of electric beverage coolers manufactured by S. & S. Products Co. here.

Order 436, MPR 591, lists the following maximum prices:

On sales to-Manufac-Bottlers Retailers \$163 \$188 Model turers D-144 \$148

OPA Sets Ceiling of \$430 On Sub-Zero Freezer

MADISON, Wis .- A retail ceiling OPA for a 12-cu. ft. freezer-Model Sub-Zero 500—manufactured by Freezer Co., Inc., here.

maximum-price The complete schedule is given as follows in Order 443, MPR 591: On sales to-

	-	09 000 000	-
	Dis- tribu- tors	Deal- ers	Con-
Model 500—			
12 cu. ft., ¼ h; condensing u		\$258	\$430
Model 500—			
12 cu. ft., 1/4 h	o., less		
condensing un	it 165	198	330

The PIONEER FLUID DEHYDRANT



In Reynolds Setup

ect

of

llar

to

the

ned

to

the

the

he

ost

in

ion,

eil-

sive

sest

-up

ling

able

sive

.5%

dis-

cted

e to

eing

nent

ove

eing

ines

ying

ned

lers

tion

tion

IPR

by

ice

of

DPA

fol-

30

iling

odel

rice

\$430



WYNN G. WINKLER

Winkler Gets Reynolds Refrigeration Dept. Post

LOUISVILLE, Ky. - Wynn G. Winkler has been named chief refrigeration engineer of the Parts Division, Reynolds Metals Co. of Louisville, W. G. Reynolds, vice president,

Before joining Reynolds, Mr. Winkler was chief refrigeration engineer of the Brunswick-Balke-Collender Co. of Muskegon, Mich. He has also served as a product engineer with Frigidaire Corp. and as a factory superintendent and assistant to the chief engineer of Kold-Hold Mfg. Co.

Mr. Winkler has invented a number of refrigeration devices and belongs to the American Society of Refrigerating Engineers. A native of Ravenna, Neb., he was educated at Antioch college and the University

Contractors Assn. Emblem Out

CLEVELAND—The official emblem of the National Association of Refrigeration Contractors is now available to members, headquarters of the Association here reports.

It was also announced that a meeting of the Association's board of directors has been tentatively set for June 1 in Cleveland.

Yale & Towne Mfg. Co. To Turn Out Electrical **Home Appliance Line**

BUFFALO-With production of a patented "tip-toe" automatic electric iron about to get underway the Yale & Towne Mfg. Co., maker of locks and builders' hardware, announced its entrance into the field of electrical home appliances as the initial step in an expansion program in the consumer products field.

Patented feature of the "tip-toe" iron is a dual sole plate which enables the user, by tilting the handle forward, to use the toe section for ironing pleats, ruffles, folds, and other places on garments and fancy work that are ordinarily difficult to iron, President W. Gibson Carey, Jr., announced.

Director of appliance sales for Yale & Towne is Anthony B. Cassedy, formerly assistant to the president for marketing. Mr. Cassedy will establish a national sales headquarters in New York City's Empire State building.

A selected list of jobbers will be appointed throughout the country, with sales to retailers made exclusively through franchised jobbers, Mr. Cassedy reported.

A few test territories will be opened in the fall, when irons will be shipped from the Buffalo plant of Yale & Towne.

OPA Issues Revised Price List for Loudon Walk-ins

MINNEAPOLIS-Changes recently made by OPA in the schedule of ceilings for walk-in coolers manufactured by Loudon Mfg. Co. here include some price increases and addition of one new model.

The changes are authorized by Amendment 1 to Order 59, issued last October under MPR 591. HFD-100 is the model not listed in the order as originally issued.

Following is the new schedule:

				Na- tional dis-	On sa	ales to-	
l				tribu- tors	Job- bers	Deal- ers	Con-
4				 \$205	\$225	\$265	\$ 380
8				 625	650	750	1,250
8			 	 270	296	324	540
0				 330	356	396	660
-1	0	0	,	 340	368	408	680

has announced.

of Lansing, Mich.

of Cincinnati in Ohio.



PROP-R-TEMP self-contained air conditioning units are a natural for an eager market. Attractive, compact, easy to install, inexpensive to operate, built with the moving parts completely accessible PROP-R-TEMP represents an achievement in air conditioning engineering. Made in 3 and 5 ton units.

- TYPHOON Evaporative
- MONSOON Heating Coils (2-Header and Non-Freeze
- MONSOON Direct Expan-
- MONSOON Water Coils (Continuous Tube and Free Drain Types).

Several dealer territories open. Inquiries receive prompt attention.



ICE AIR CONDITIONING CO., INC. 794-6 UNION STREET, BROOKLYN 15, N.Y.

2 A-B Stoves Electric Ranges Get Ceilings

BATTLE CREEK, Mich.-Manufactured by A-B Stoves Division of Detroit-Michigan Stove Co. here, two models of electric ranges will retail at ceiling prices ranging from \$153.75 to \$206.95 under a recently issued OPA order.

Included in the prices are the Federal excise tax, delivery, a oneyear warranty, and installation. If a range cord set is required and furnished, the retail dealer may add \$3.50 to the applicable ceiling.

The ceilings were established by Order 292, MPR 64, as follows:

Model	Zone 1 Each	Zone 2 Each	Zone 3 Each	
E-10	 \$153.75	\$157.25	\$160.75	\$164.25
E-12	 196.25	199.75	203.25	206.95

Kel-Kold Farm & Home Freezer Prices Set

JOHNSTOWN, N. Y .- Two models of farm and home freezers manufactured here by the Kel-Kold Co., Inc., were given maximum prices on sales to distributors, dealers, and

consumers,	as	follows:		
			sales	to-
Model		Dis- tribu- tors	Deal- ers	Con- sumer
FC-5— 6 cu. ft., ¾	hp.			

condensing unit \$147.50 \$177.00 \$295.00

12 cu. ft., ¼ hp., condensing unit 202.50 243.00 405.00 The above prices were set forth in Order 460, MPR 591, by OPA.

Midwest REWA Prepares **Program for Denver** Conference June 7-8

DAVENPORT, Iowa - A trip through the Gates Mfg. Co. and a sightseeing tour to Mt. Evans are included in the Midwest Refrigeration Equipment Wholesalers Association's plans for its Denver meeting at the Cosmopolitan hotel on June 7 and 8, announces E. L. Bengston, secretarytreasurer of the association.

The two-day program was outlined, as follows:

FRIDAY, JUNE 7

10:00 a.m.-Closed meeting for midwest jobbers.

3:00 p.m.-Open meeting for manufacturers and jobbers.

5:00 p.m.—Adjournment. 7:00 p.m.—Banquet.

SATURDAY, JUNE 8

10:00 a.m. to 12:30 p.m.—Trip through the Gates Mfg. Co., with luncheon at the factory cafeteria.

Afternoon-Sightseeing trip to Mt. Evans at \$7 per person.

Wholesalers who plan to attend the meeting are urged to send in requests for hotel reservations, reservations for the trip through the Gates factory and luncheon, and for the trip to Mt. Evans as soon as possible to Harold McCombs, McCombs Refrig. Supply Co., 1524 15th St., Denver 17.

Zone Prices Outlined For Firestone Range

AKRON, Ohio - Retail ceiling prices of \$178.95 in Zone 1 and \$187.95 in Zone 2 for Firestone Tire & Rubber Co.'s electric range Model 5-C-3 were recently approved by OPA in a revision of Order 269, MPR 64.

Included in these prices are the federal excise tax, delivery, a oneyear warranty, and installation. If a range cord set is required and furnished by the dealer, he is permitted to add \$3.50.

Refrigerator and Radio **Field Engineer**

To call on wholesale distributors for manufacturer of household refrigerators and radios. Must be willing to travel extensively. Requires good technical knowledge and pleasing personality. Previous distributor or factory experience desirable. Write fully giving experience, education, previous salary.

Box 1889, Air Conditioning & Refrigeration News.



Kipling wrote it. Along with the many other "if's" set forth, he rehearsed the trials that beset men of his time—and all times.

It is not always easy to have patience.

Today, it is not a matter of buying the many things we all desire. It is, instead, a matter of "waiting" for those things. Waiting-in a block-long line creeping toward a counter-as a number on a list that seems endless-or as an order at the bottom of a pile of orders-it is easy "to be tired by waiting."

Everyone has his own answer as to what he is waiting for-a car, a refrigor, a suit, a stove, new tires, a pair of nylons or a thousand pounds of tubing.

Most of us know why we are waiting-lack of materials, price adjustments, shortage of manpower, labor disputes, allocations, order backlogs—perhaps a combination of two or more of these.

If you are waiting for our seamless copper and brass tubing, we want you to know that we appreciate how difficult "waiting" can be (we too, stand in line); more, we want to tell you why our deliveries on some items are extended

First, we have a large backlog of orders—each day's production is detailed toward its fulfillment.

Second, we have been confronted with a shortage of manpower-which has limited our production. It is now alleviated somewhat and production is responding a little.

Third, production is barely on the upswing. After our backlog is supplied, our production is allocated to our representatives who, in their usual fairness, endeavor to supply the needs of their customers.

We are doing our level best to meet your needs under these conditions and will continue to do so. We ask only that you bear with us "and not be tired by waiting."

WOLVERINE TUBE DIVISION Calumet & Hecla Consolidated Copper Co. 1411 CENTRAL AVENUE



DETROIT 9, MICHIGAN

What's the Matter

(Concluded from Page 1, Column 3) abandonment of human principles upon Hitler.

Incidentally, there's a parallel between Hitler's Germany and the self-destructive arrogance of America's labor unions today. Hitler justified his conquests and aggressions upon historical grounds. Spain, England, and even the United States had subjected unwilling foreign nations to absorption into their empires, hadn't they? So now, argued Hitler, Germany was justified in getting its share of the swag, too.

Union labor employs identical arguments today. In past decades, ruthless capitalists exploited labor, it is argued. Ergo, now that labor has been handed unprecedented powers over the lives of the vast majority of American citizens by the late Franklin D. Roosevelt, why shouldn't Labor exploit the rest of us to the hilt? Turn about is fair play, eh?

Well, that's just what Union Labor is doing. Encouraged by lopsided New Deal laws, and by the Roosevelt-packed Supreme Court's inexplicably biased interpretations of those palpably unfair statutes, Union Labor has become a knighted nobility-the first above-the-law "class" in America's hitherto distinguished career. This is happening in a nation which has been dedicated toward the original, and colossal, principle of giving all men and women a reasonably equal start in life.

The constitutional right of free speech is abrogated whenever an employer or an employe dares to discuss the pro-and-con relative merits of labor unions. If you open your big bazoo on that subject,

main body.

FIGURE 5-Refrigerant lines are soldered to the

valve connections in the usual manner. Danger

of distorting internal parts is eliminated be-

FIGURE 6—Final step is remaking the joint be-tween the main body and auxiliary body. Note: Valve stem must be in full open position when tightening upper assembly into main body.

cause all these parts have been removed.

FIGURE 4-The main body,

now ready for cleaning and flux-

ing of the sweat tube connec-

tions preparatory to soldering.

you have violated the law. Threats and extortion aren't crimes if they are committed in the holy name of Union Labor. Sluggings, beatings, wilfull destruction of property are quite legal-if perpetrated by Union Labor. Murder, mayhem, and arson are crimes if ordinary citizens are involved-but not if resorted to by Union Labor.

Unless the Senate passes the House-approved Case Bill (which, though imperfect, does curb Union Labor's powers somewhat) we might as well resign ourselves to ultimate slavery. Unchecked, rampantly aggressive Union Labor will smash us all, and deliver us-body and soul and savings-over to the Russian Gestapo.

What are we citizens doing about this startling national steal of our rights? Not a damned thing! We're sitting supinely on our fannies, wringing our hands, muttering into our beards, and complaining to our like-minded friends and neighbors about the way things are going.

Have we lost our guts? Because we're too lazy to write our Senators, or too polite to stand up on our hind-legs and shout, we are about to lose our freedom and (in a few hurried and harried years) our lives!

What's the matter with America? The answer is simple: Labor unions are wrecking the country. What can we do about it? Force Congress to change the laws. Make them fair. Protect the public. Let's be done with privileged, above-the-law labor union nobility.

GEORGE F. TAUBENECK

Says Veteran Observer:

Too Many Dealers and Models Can Endanger Appliance Field

NEWARK, N. J.—Estimating that today there are three to five times as many appliance retailers as the market will support, Albert P. McNamee, special representative of McCall's Magazine cautioned members of the Essex Electrical League here to hold prices to net a fair profit, regardless of price-cutting and disproportionate trade-in allowances effected by new dealers "when business gets really tough."

"These new dealers, some of whom are carrying the less well-known brands for which there is little public acceptance, will try to sell and try But when finances get low, out of necessity they will resort to every device that they can think of," Mr. McNamee predicted.

Chaos can result, and will, he continued, unless other dealers hold the line on prices and trade-in allow-

"You will also have to meet the additional competition of other types of outlets," Mr. McNamee pointed out to the League. "During one of my recent trips I contacted the presidents or general merchandise managers of 83 department stores, and I can tell you that the department store is going to be a livelier retailer of appliances than ever before. You can count on their providing energetic competition."

After paying due tribute to all the components of the "pent-up demand," including the replacement market, and pointing out that the number of family units increased from 35,124,-380 in 1940 to something over 37,500,000 at the beginning of this year, Mr. McNamee discussed the over all picture from the vantage point of the electrical contractor.

In addition to the new family units due to high wartime marriage rates, there has been an increase of 4,764,000 wired homes since 1940. "While some of these were temporary wartime dwellings," Mr. McNamee pointed out, "a large number were newly wired farm homes.

"Here is a large market for such items as milk coolers, home freezers, electric water pumps, and milking machines. The sales potentials begin to mount into almost astronomical proportions the more we analyze them.'

Concerning the current trend toward fewer models of major appliances, Mr. McNamee reported that in 1940 a survey was made by McCall's at the request of some well known manufacturers to help them determine the number of models and sizes of the major appliances necessary to sell the market successfully.

"We had previously recom-mended," he said, "to both Nema and the Association of Washer Manufacturers that it would be to the advantage of all concerned to decrease the number of models and sizes; and use the money thus saved for sales helps, promotion, and advertising as a means of increasing sales volume."

Each time a manufacturer adds a model or another size to his line, the cost of that entire line increases, Mr. McNamee pointed out.

dir

pre

Jap

ated

July

fror

toni

incl

Shre

OI

Or

Orl

DE

form

been

dent

of th

direct

and I

Carri

years

J.V.

Sup

the 1

Whole

from

Techn

Prior

refrig

He

Pri

Not only is the expense of jigs and dies involved, but there is the additional interest on his investment, the warehousing costs, the factor of obsolescence-all of which are reflected in the retail price, he stated, going on to say that every dollar added to that retail price restricts the breadth of the market.

Retailers, according to Mr. Mc-Namee, realize the advantages of being able to carry a small but full line, because it means a smaller cash investment, less space required for display and warehousing, and a much simpler selling problem, he believes.

Ellinger Heads Philco Porcelain Department

PHILADELPHIA-H. Clay Ellinger has been appointed superintendent of the refrigerator porcelain department at the refrigerator division of Philco Corp. here, announces W. Paul Jones, vice president in charge of the division.

A ceramic engineer with many years of experience in the refrigerator industry, Mr. Ellinger formerly supervised enameling for Frigidaire.

Refrigerants

"V-METH-L"

(Methyl Chloride)

Distributors of

"FREON" REFRIGERANTS

11, 12, 21, 22, 113

ESOTOO"

(Liquid Sulfur Dioxide)



STANLEY E. WOLKENHEIM

Wolkenheim To Head Hotpoint Heater Sales

CHICAGO-Lt. Stanley E. Wolkenheim, U. S. Navy, has been appointed sales manager, water heater sales division, Edison General Electric (Hotpoint) Appliance Co.

he was with the company in the treasury department and as manager of the company's Buffalo branch.

Korsmeyer Expanding

LINCOLN, Neb .- The Korsmeyer and "L" Sts., from Robert H. Hudson.



Before entering the Navy in 1941,

Co., wholesale electrical appliance firm here, has purchased the former J. I. Case Co. building at Seventh

NEW YORK . BOSTON . DETROIT MECHANICAL REFRIGERATION

THE WATCHDOG

OF THE NATION'S

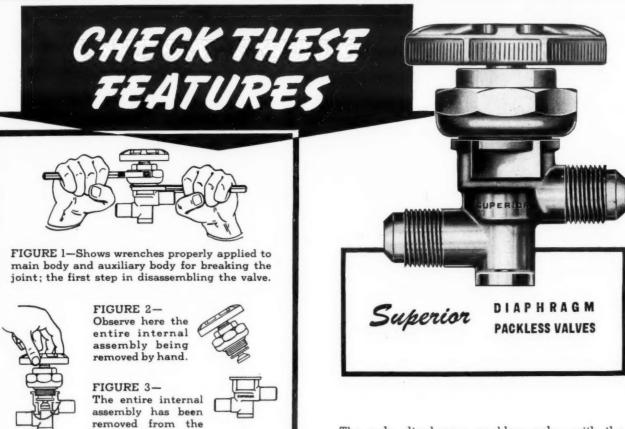
FOOD SUPPLY

Patented CROSS-PIN-COILS—Bare Tube Coils—Disseminator Pans—Heat Ex-changers—Evaporative Condensers—Instan-taneous Water Coolers—Zinc Pused Steel Plate Coils— LARKIN

See your jobber or write for details now.

LARKIN COILS,

519 Memorial Drive., S.E., Atlanta, Ga.



The only diaphragm packless valve with the internal assembly removable as one complete unit . . . a valuable feature when it comes to soldering lines to the valve connections. No need to break the diaphragm seal . . . simply remove the internal assembly as a unit . . . solder the connections . . . and replace the assembly. No fuss . . . no bother . . . no special tools . . . and above all, no damage to vital parts. What could be simpler!

But that's not the only important feature of these SUPERIOR DIAPHRAGM PACKLESS VALVES! Pressure responsive cup forms positive pressure-tight seal . . . permitting replacement of the diaphragm with full pressure in the valve . . . or even actual operation of the valve without the diaphragm . . . in an emergency.

Rugged, pleasing appearance—ease of operation—generous openings—extra long life—all these are standard features of the valve.

If you haven't a copy of Catalog R2, request one today.

VALVE & FITTINGS COMPANY PITTSBURGH 26, PENNSYLVANIA

OFFICES IN PRINCIPAL CITIES . STOCKS CHICAGO (6) . LOS ANGELES (15) . JOBBERS EVERYWHERE

Diceler Representative



ry

re

al

ze

nd

li-

at by ell

m

S-

ıc-

he

os,

,a

es,

of

ed,

ets

[c

ull

or

he

lk-

ip-

ec-

41

R. P. WAITE

Dallas Southwest Co. Will Represent Diceler

DALLAS, Tex.—The Dallas Southwest Co., with main offices at 1126 S. Haskell here, has been appointed direct factory representative in the states of Texas, Oklahoma, Arkansas, and Louisiana, for Diceler condensing units, manufactured by the Diceler Division of the General Machine & Mfg. Co., Berwick, Pa.

R. P. Waite, president of the Dallas Southwest Co. was formerly Dallas branch manager of the Penn Electric Switch Co. Lt. Donald M. Waite, son of the president and at present procurement officer of the 2nd Marine Division stationed in Japan, will become actively associated with the company some time in July, immediately after his release from the armed services.

Besides its central offices in Dallas, the company also maintains branch offices in Houston, Waco, San Antonio, Texas, and Tulsa, Okla., with expansion contemplated shortly to include Oklahoma City, Okla., Little Rock, Ark., and New Orleans and Shreveport in Louisiana.

OPA Sets Price Ceiling On Quillen Farm Freezer

INDIANAPOLIS — An 18-cu. ft. farm and home freezing unit manufactured by Quillen Bros, Refrigerator Co. here was assigned a retail ceiling price of \$590 by OPA Order 547, MPR 591.

Maximum prices on sales to distributors and three types of dealers were established, as follows:

On sales to—
Dis- A B C
tribu- Deal- Dealtors ers ers ers

18 cu. ft. farm and home

freezing unit \$295 \$354 \$389 \$418 All of the above prices are subject to the usual terms, discounts, and allowances, OPA said.

Orley Appoints Stillman To Direct Freezer Sales

DETROIT — Charles W. Stillman, formerly with the Coldaire Corp., has been appointed executive vice president for Orley Freezers, Inc., where he will direct sales and promotion of the newly designed Orley freezer.

Prior to the war, Mr. Stillman directed foreign sales for Greenspot, Inc., with offices throughout Europe. He also held the position of Canadian and European sales manager for the Carrier Corp.

He is a veteran of more than 20 years in the frozen food field.

J.V. Berger Joins McCombs Supply Co. In Denver

DENVER — John V. Berger, recently discharged from the Navy with the rank of lieutenant, joined the McCombs Refrigeration Supply Co., parts, supplies, and equipment wholesaler here, the company reports.

A graduate electrical engineer from Massachusetts Institute of Technology, Mr. Berger will serve in a sales and engineering capacity. Prior to the war he was in the refrigeration and air conditioning business in the Denver area.

Jordon Reach-in Model Assigned \$815 Price Ceiling

PHILADELPHIA—Maximum retail price for a reach-in refrigerator, Model R-65, manufactured by the Jordon Refrigerator Co. here, was set at \$815 by OPA Order 459, MPR 591

Model R-65 is ceiling priced on sales to distributors and dealers at \$407.50 and \$489, respectively.

Frigid Service, Inc., Founded To Sell Appliances in Lincoln

LINCOLN, Neb. — Frigid Service, Inc., a new firm which retails home and farm appliances and wholesale commercial equipment in addition to operating a full scale domestic and commercial refrigeration service department, has been opened here with stock amounting to \$25,000, it was announced.

William A. Fry and J. E. Cole are partners in the enterprise.

Baker of Airtemp Urges Standardized, Mass Produced Air Conditioning to Meet Postwar Consumer Demand

DAYTON, Ohio—Standardized, high volume production of air conditioning equipment is industry's only hope of meeting the present vast consumer demand. That was the opinion expressed by I. C. Baker, vice president of the Airtemp Division of Chrysler Corp., when he addressed the annual meeting of the Cincinnati chapter of the A.S.R.E. held here recently.

"If we are to meet the demands of the public for air conditioning during the next five to 10 years," declared Mr. Baker, "we must do so through standardized, mass-produced, factory-assembled equipment. With the tailor-made air conditioner, individually engineered or constructed, we can't hope to satisfy the vast consumer market. The tremendous demand for air conditioning, caused by its wide acceptance—plus the fact that air conditioning has not been available during the war years—imposes a load on the industry

which calls for expanded long-range planning. . . ."

In the course of his speech, Mr. Baker contended that "packaged" air conditioners are better adapted to any air conditioning system than the "antiquated" central station type. He made claims for the following advantages of the "packaged" air conditioner:

1. More accurate control of the air in each section of a building. The smaller individual units "feel" each air change in the area under their controls and immediately adjust themselves to compensate for this change without causing discomfort to the occupants of the space.

2. Lower installation cost.
3. More dependable performance (due to the fact that they are factory-assembled and tested).

4. Less maintenance cost (especially where hermetically sealed compressors are used.

As he projected slide pictures of the new, windowless factory which Airtemp is building, Mr. Baker discussed some of the latest developments in air conditioning, to be utilized in conditioning the air within the factory building. Some of the slides showed the locations of "packaged" air conditioners in the new factory. These units, Mr. Baker emphasized, would guarantee that each employe, no matter what his location in the building, would have constant, proper ventilation, temperature, and humidity conditions to eliminate the over-fatigue from long hours of work in the summer heat.

During the past few years many new uses of air conditioning and refrigeration were found, Mr. Baker reminded his audience. "There were 238 specific applications of commercial refrigeration and air conditioning during the war," he said.

"Another market created during the war years, which promises to be one of our largest applications," Mr. Baker added, "is the air conditioning of factory spaces where precision manufacturing requires constant temperatures."



The greatest tribute which can be paid to the soundness of a principle is its general endorsement by competition.

Thirteen years ago "Detroit" pioneered gas charging. Now, nearly all manufacturers of expansion valves have adopted gas charging, at least in principle. Gas charging has become the accepted standard of the refrigeration industry.

Gas charging puts a definite limit on maximum operating pressure—guards against motor overload. Often this makes possible use of a smaller motor, since it does not have to work against excessive pressure during the pull-down period. Gas charged valves balance the system more quickly when starting up, insuring fast, positive action.

"Detroit" Valves offer gas charging in the simplest, most effective form. A single efficient power element is used.

All "Detroit" Expansion Valves are gas charged, which accounts for their wide popularity.

No. 673 Thermostatic Expansion Valve For many years the standard of the refrigeration industry. Orifice sizes ¾4" to ¾2" with capacities up to 3½ tons Freon 12 or Sulphur Dioxide and 6 tons Methyl.



No. 787 "Dura-fram" Expansion Valve

Representative of the "Detroit" large capacity line. No. 788 is rated 12 to 20 tons—No. 787—6 to 11 tons—No. 786—3 to 6 tons. Has external equalizer connection and can be furnished with No. 790 distributor with either 6, 12, or 18 openings (¼ " each) for multiple distribution.



They'll Do It Every Time By Jimmy Hatlo



Buy VICTORY Bonds





A MODERN PRODUCT STANDING ON A FOUNDATION OF 25 YEARS OF FIELD EXPERIENCE

The factory-sealed steel case Servel Supermetic will be offered in ten or more models covering all popular applications in the fractional horsepower field. These comprise reciprocating-type compressors directly connected to the most modern type of electric motors. The power units (motor-compressor assemblies) are encased in a welded steel shell for permanent protection. The power unit is mounted with the condenser, receiver, fan motor, and accessories on a rigid steel base completely connected and ready to install. Construction complies

fully with requirements of Bureau of Standards, Underwriters, and all other nationally recognized codes. These units are applicable to 50- and 60-cycle current (with reduced capacity at the lower frequency) and the range of models include low-, medium- and high-temperature types in all popular sizes. Designed for use with Freon-12 refrigerant only.

SERVEL INC. Evansville, Indiana

These Products MUST BE GOOD!



MUELLER BRASS CO.

BUILT-IN QUALITY TIME-TESTED PERFORMANCE

Mueller Brass Co. Valves, Fittings and accessories are sturdily and dependably built. They have a well-earned reputation for built-in quality and time-tested performance.

The Mueller Brass Co. line of refrigeration products is exceptionally complete, and all products are designed and manufactured specifically for mechanical refrigeration work. THEY ARE USED BY ALL OF THE LARGEST MANUFACTURERS THROUGHOUT THE UNITED STATES.

OBVIOUS CONCLUSION: Mueller Brass Co. products must be good!

AN INTERNATIONAL INSTITUTION . SUBSCRIBERS ALL OVER THE WORLD

Trade Mark registered
U. S. Patent Office;
Est. 1926

Copyright, 1946, Business News

F. M. COCKRELL, Founder

Published Every Monday by BUSINESS NEWS PUBLISHING CO. 450 W. Fort St., Detroit 26, Mich. Telephone Randolph 0924.

Subscription Rates: U. S. and Possessions, Canada, and all countries in the Pan-American Postal Union: \$4.00 per year: 2 years for \$7.00. All other foreign countries: \$6.00 per year. Single copy price, 20 cents. Ten or more copies, 15 cents each; 50 or more copies, 10 cents each. Send remittance with order.

GEORGE F. TAUBENECK
Editor and Publisher

PHIL B. REDEKER, Editorial Director

C. DALE MERICLE, Associate Editor ROSS H. POTTER, Associate Editor JOHN SWEET, Assistant Editor ROY DENIAL, Assistant Editor HUGH MAHAR, Assistant Editor Editorial Assistants: BARBARA LEE, MARCELLA PRICE, FRANCES WEED, LORRAINE MCNINCH.

E. L. Henderson, Business Manager Elizabeth Smith, Assistant Bus. Mgr. Macil Stephens, Asst. Adv. Mgr. Robert M. Price, Adv. Representative P. Allen Schildhammer, Adv. Rep. M. J. Maddox, Subscription Manager Walter J. Schuler, Production Mgr.

Member, Audit Bureau of Circulations. Member, Associated Business Papers.

VOLUME 48, No. 4, SERIAL No. 897, MAY 27, 1946

20th Century Prodigy

THE tremendously rapid growth of the plastics industry has been based not upon its pinch-hitting for temporarily scarce items that later will return to do a better job, but upon the capacity of hundreds of plastics materials to do a job that has never been done so well before (or to do a job that has never been done before at all).

In that lies the essential strength of this interesting new industry.

Hard rubber first appeared in 1839, and celluloid came 30 years later; but plastics as we know them today did not appear until well past the 1900 mark. And from that recent beginning, the plastics industry has grown with increasing vigor.

The war's acceleration of plastics research was financed in part by governmental appropriation, and pointed in exactingly secret and specialized directions.

The greater body of industry's peacetime needs will be able to use little of the results of that research. There have been exceptions, but they are few. Almost always, the need initiates the research, and the resulting product is the one meant for and fitted to that need.

Our own industry owes plenty to plastics research, and consistently is adding to that obligation. Plastics are contributing more and more to the electrical apparatus and controls, the fans, gaskets, insulation, the humidity and thermometric controls that go into our air conditioners and refrigerators and ranges, our vacuum cleaners and washers and water heaters.

Of the hundreds of plastics compounds, no two react exactly the same. Each does a distinct job. Polystyrenes, which belong to the group of plastics materials that are softened by heat—then shaped and set by cooling in the mold—gain increased strength from subjection to low temperatures. They are the ones used for dials and panels and drawer pulls inside your refrigerator.

Some polystyrenes offer an unusual high resistance to electricity, and to moisture and corrosive chemicals. They are employed as insulators in high frequency apparatus, and as acidproof closures and containers. Others, which can be turned out in every color of the rainbow—clear or opaque or translucent to any desired degree—can transmit light around a bend. They are the ones you see in light-diffusing panels on advertising displays and instrument facings.

Specialized synthetic rubber parts, such as lids for frozen food bins and ice cream cabinets, are turned out as complete plastics assemblies, with threaded brass inserts molded in, and with spun glass batts as insulation.

Industry, not the government, does the lion's share in developing these ideas from shadow to substance. Recent figures from the government's top research team, the Office of Scientific Research and Development, show that when the year-end totals are summed up, industry in a normal 12 months spends 240 million dollars on research, consistently and steadily, year in and year out.

State and federal research agencies spend less than a third of that figure: 69 million dollars. Colleges and universities put $31\frac{1}{2}$ millions into research in a year's time; private research institutes invest about $4\frac{1}{2}$ million.

And the results are noticeable, not only here but in other countries. The men who meet at international conferences and get togethers discuss it—how far American manufacturers are ahead of their neighbor nations in turning scientific discoveries into simple, practical products for everyone to enjoy.

Like, for example, plastics.



Pitcock & Causey to Head Dealership In Tulsa

TULSA, Okla.—W. F. Pitcock is president and W. C. Causey, Jr., is sales manager of the newly organized Pitcock Electric Co., which will handle a full line of electrical appliances and fixtures in a temporary location at 1428 South Evanston St., Tulsa, until a downtown store location is found.

Genesee Appliance Formed

BUFFALO — Genesee Appliance Corp. has been organized here with capital of \$20,000. Incorporators are Marie Bevilacqua, Alfred L. Hetzelt, and Vincent T. Ray.

Certified Appliance Plans Branch Stores

NEWARK—With plans for the establishment of branches throughout New Jersey, Certified Home Appliance, a new retail organization, has opened its main store at 115 Central Ave., this city.

Featured brands include Westinghouse, Philco, Norge, Bendix, RCA, Crosley, and Admiral.

Percy Barney of Newark is president of the firm. Other executives are Michael Schwartz, also of Newark, and Louis Flaxman of Maplewood. The company is an affiliate of the Certified Roofing Co., founded 35 years ago by the late Max Barney.

New Firm to Specialize On Bottled Gas Units

LINCOLN, Neb.—A new \$50,000 organization to sell, install, and service butane and propane appliances for rural use, including commercial and domestic refrigeration facilities, was opened here by Propane Service Co., Inc., of Beatrice. Marvin Dunn, J. B. Weston, Herbert T. Weston, Jr., and Gilbert E.

Another Kansas Dealer

Switzer head the organization.

PITTSBURG, Kan. — Adams & Vilmer, Inc., of Pittsburg, with Patsy Adams as resident agent, was granted a Kansas charter recently.

Servicing Commercial Refrigeration Systems

Instalment No. 10

Editor's Note: This is the tenth of an illustrated series of articles giving a step-by-step procedure for analyzing and correcting common service complaints on commercial refrigeration equipment. The series was prepared through the cooperation of the service department of Frigidaire Division, General Motors Corp.

30—How to Correct the Head Pressure's Being Too High

In a case of high head pressure there will be:

Air in the system, or,

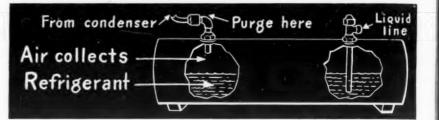
- . Restricted air circulation through air-cooled condenser, or
- 3. Dirty or improperly adjusted water valve on water-cooled condenser, or,
- 4. Too much refrigerant

Or, there may be a combination of these conditions.

As a result of the Seven Simple Steps, we will already know whether anything is restricting the air circulation through the condenser.

Or, if it is a water-cooled condensing unit, it is easy to check the strainer and adjustment.

31—Check the Idle Head Pressure



To find out whether there is air in the system check the idle head pressure.



Stop the condensing unit and allow it to remain idle until the condenser reaches room temperature. Or, if a water-cooled unit, run water through the condenser until the inlet and outlet water temperatures are the same. Then refer to the pressuretemperature chart (in the Service Manual), and if the pressure is higher than it should be for the particular room temperature, there is air in the system that should be purged out.

When the idle head pressure is correct but the running pressure is high, there is usually some restriction in the air or water flow through the condenser.

Beautiful But Not Dumb!-



Beautiful—but smart in operation. The precision with which Ranco's sturdily built refrigeration controls perform is not due to chance. Constant inspection guarantees that every part of a Ranco Control is perfect. This gives the dependability that makes satisfied customers for the service man. A control for nearly every commercial and domestic cooling or freezing unit.

Ask your jobber for more information on Ranco Controls

Ranco Inc.



High in the favor of refrigeration men -

because of its unusual features that bring profit to manufacturers, jobbers and service men.

MANUFACTURERS acclaim this sensational Tenney Valve because its use will effect product improvement never before possible.

This ONE valve, regardless of field service conditions, and without auxiliary components, has accomplished the seemingly impossible on difficult installations. Its amazing record has astounded experienced refrigeration personnel.

Why?

Some of the reasons you'll find in the panel at the right. Others are described in Bulletin TV-46. All these features reflect the care in design and manufacture which make the Tenney TS-1 Valve so outstanding in value and performance.

JOBBERS and DEALERS enjoy increasing sales and profits because this valve stands high in the esteem of refrigeration men—men who know and appreciate its remarkable simplicity and unsurpassed efficiency. Dealers gain too from the fact that call-backs are reduced to the vanishing point. Service men agree that this simplified, efficient valve is less trouble to install because it can be placed in any convenient location—horizontally, vertically or upside down—and it needs no auxiliary equipment.

TECHNICAL DATA

Supersensitive power element located in suction line responds instantly to both temperature and pressure

No external equalizer needed.

Pressure drop in evaporator or distributor is automatically compensated.

Eliminates "charges" and "cross-charges".

Range— $\frac{1}{4}$ ton to 1 $\frac{1}{2}$ tons capacity.

Closes above a definite evaporative pressure, without use of cartridges or other auxiliary equipment.

Extremely close superheat control.

Complete absence of time lag in control.

Not affected by box temperature, entering warm air, or warm suction lines.

NOW AVAILABLE
FOR IMMEDIATE DELIVERY



WRITE FOR PRICE SCHEDULE AND BULLETIN TV-46.

TENNEY ENGINEERING, INC.

26 Avenue B • Newark 5, N. J. Telephone: BIGELOW 8-3905 Manufacturers of Automatic Temperature, Humidity and Pressure Control Equipment



Single

both

resista

vacu

Pho

PI

mair

cont

liqui

mad

rod

Phot

terna

acco

insul

To

30-D

NEW frigerati annound which one side be place

DE

*

1728 C **Mystik Insulation Said**

To Stop Pipe Sweating

CHICAGO-Development of a pat-

ented insulation that is said to stop

sweating and dripping from cold

water pipes has been announced by

Known as "Mystik Self-Stik Dri-

Pipe," the product is claimed to pre-

vent condensation by jacketing cold

water pipes with a thick blanket of

insulation which keeps warm, humid

Dri-Pipe consists of a strip of

insulating material wide enough to

wrap around a ¾ in. pipe. The

insulating material is attached to a

moisture proof, resinous coated cloth

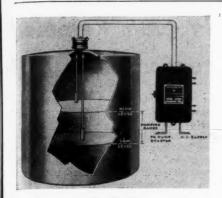
backing whose adhesive edges over-

lap the insulation. It comes in 6 ft.

Dri-Pipe is applied lengthwise to

air from striking the cold pipes.

Mystik Adhesive Products here.



Photoswitch Makes New **Liquid Level Control**

CAMBRIDGE, Mass.-Photoswitch Level Control Series 10 is the only floatless level control containing no vacuum tubes and operating with low voltage in the probe circuit, Photoswitch, Inc., claims in announcing its new product.

Photoswitch Level Control Series 10 provides a series of rugged maintenance free relays for the level control of all electrically conductive liquids. Contact with the liquid is made only by a stainless steel probe rod suspended into the tank from Photoswitch probe fittings. With alternating current in the probe circuit, no electrolytic action is possible, according to the manufacturer. Mica insulated probes insure against leak-

To operate the controls, the liquid to be controlled makes or breaks contact with the probe and transmits to the control a minute electrical current at low voltage. Without the use of vacuum tubes, this current controls a power circuit which operates a relay to actuate signals, valves, or pumps.

The manufacturer recommends Control Series 10 for the control of the following: water, copper nitrate, sulphate, sodium chloride, potassium, hydroxide, and many other acids, bases, and salts. Selection from four terminals on the terminal block enables the control to be matched to the specific resistivity of a material.

The specifications are: Supply: 115 or 230 volts, 50/60 cycles a.c.; total power consumption 1/2 watt. Output: Single pole, double throw relay. Contacts are designed for motor starter, motorized, or solenoid valve operation. Arc suppression is supplied on both contacts for increased contact life. The probe circuit will carry a resistance as high as 3,500 ohms.

What's New

Iced Drinks Aerated by **Fahrenheitor Product**

NEW YORK CITY-Improving the taste of iced drinks by aeration is the purpose of a new Fahrenheitor product, the Minnehaha, just introduced by Dr. Peter Schlumbohm, New York specialties manufacturer.

The Minnehaha is described as consisting of two aluminum tubes which fit together. The inner tube, which holds the ice, has a sieve bottom.

It is explained that aeration is effected by repeatedly lifting the inner tube, thus

causing the sieve to "break up" a liquid so as to increase greatly its air-absorption capacity. This action is said to produce a more pleasing drink.

The manufacturer suggests its use for making iced water, lemonade, tea, and cocktails. and for improving the taste of milk. It is de-scribed as ideal for brewing hot tea, in that preparation is rapid

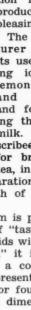
and the full strength of the leaves is released.

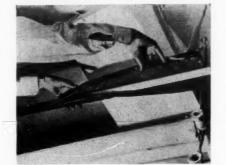
Since the aluminum is plated with a transparent film of "taste-neutral" aluminum oxide, liquids will not have any "metal by-taste," it is claimed. The outer tube has a cork base.

Capacity of the present model is given as one quart or four to eight cups of tea. Overall dimensions are 4 x 11¾ in.

Another Fahrenheitor product is a bottle cooler designed to hold a quart bottle or the Minnehaha. It is said to have a one-gallon glass tank of 13 in. inside depth, a 9 x 1 in. cork jacket around the lower half, and a cork-tipped rim.

The Minnehaha quart-model is made to sell at \$15 and the Bottle Cooler is priced at \$22, the company announcement said.





the pipe and not wrapped spirally. Only a pair of scissors are needed for installation.

One adhesive edge is placed on the The material is brought around and overlapped, to completely cover the pipe, and then sealed with the other "self-stik" edge.

By splicing necessary widths together, larger size pipe, air ducts, tanks, etc., can be covered.

According to the manufacturer, Dri-Pipe has been thoroughly tested and proved to stop condensation on cold water pipes under usual condi-

New Hammer Doesn't Mar Surface of Flat Metal

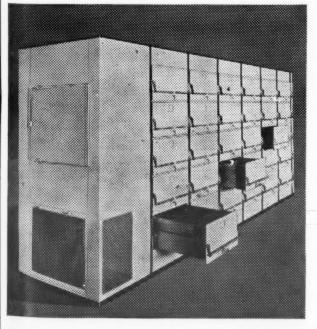
PEORIA, Ill.—A new hammer with an unbreakable "Castex" (hard plastic) double head that will not mar flat surfaces of metal has been announced by the Schmidgall Mfg.

Known as "Kant-Mar," the hammer has been given a life time guarantee, the manufacturer says.

The head of the hammer is die cast of non-breakable, fire and acid proof non-conducting material. The base of the head is accurately machined from special light weight aluminum alloys, securely fastened to the head but interchangeable. The handle is hickory.

The hammer is particularly useful on flat metal surfaces where mars, dents, and blemishes on dies and fixtures must be avoided, the company claims. In foundries it can be used for tapping core boxes and gen-

The hammer comes in three sizes. The 11/4 in. sells for \$2.50 list.



At left is the Iceberg 30-drawer wall unit. Each drawer has 6 cu. ft. of net storage space and an interior finish of

30-Drawer Locker Unit Introduced by Iceberg

NEW YORK CITY-Iceberg Refrigerated Locker Systems, Inc. has announced a new Commercial-30 unit Which is arranged with drawers on one side only permitting the unit to be placed against a wall.

Like the large Commercial-60 unit. the Commercial-30 unit features topsuspended, double roller bearing drawers that pull out and close without sticking due to freezing. When open, they self seal to prevent leak-Each of the 30 drawers has 6-cu. ft. net storage space.

Overall finish of the unit is white baked-on enamel. The interior finish is aluminum.





 Here's what appeals to experienced appliance merchandisers about the Ouillen Home-Freez. It's designed and manufactured by long-time specialists in low temperature home refrigeration . . . it STAYS SOLD without excessive post-sale service and expense.

That's one thing your customers are looking for in home freezers-dependability. And here's another. The generous capacity of the Model 18 Quillen Home-Freez provides ample space for freezing and storing meats, fruits, vegetables and many other table delicacies ... and that means convenient, economical eating.

Finished in durable white enamel ... furnished with finger-lift, counter-balanced lid . . . equipped with special gaskets and heavy insulation that seal in the cold . . . the Quillen Home-Freez is the ideal unit for home installation, many commercial applications, too.

So sell the home freezer with all of the convenience, the economy, the dependability and good living that assures full customer satisfaction . . . that spells p-r-o-f-i-t for the dealer. For complete product and franchise information, write today.

QUILLEN BROS. REFRIGERATOR COMPANY 1639 Lafayette Rd., Indianapolis 8, Indiana

Ample 17.9 cu. ft. gross capacity—with two compartments for quick, sub-zero freezing three for long-time storage. Heavy insulation and special lid gaskets for sealing in the cold. Easily opened, finger-lift, counter-balanced lid.

THE QUILLEN HOME-FREEZ

AT A GLANCE...

Economical, easily accessible, quietly operating 1/3 hp. compressor unit. Beautifully finished with mar-resistant white

enamel. Easy-to-read, conveniently placed, dial-type temperature gauge.

Compactly designed for convenient location in kitchen, basement, porch, garage, etc.

Air circulates constantly throughout unit.



By the makers of Quillen self-serve display cases for delicatessen, frozen foods and meats, also commercial refrigerators

Locker Men Adopt Resolution:

Operators Tell How Maintenance of OPA Hinders Services

PORTLAND, Ore.—Complaints of frozen food locker operators in seven northwestern states over the restrictions imposed by OPA on their business were voiced in a resolution adopted by them urging Congress not to extend the powers of OPA beyond June 30, 1946.

The resolution, passed by a regional convention of the National Frozen Food Locker Association here on April 24 and 25, was forwarded to the Secretary of the 'National Association and to the secretaries of all state associations.

Points made in the resolution included:

1) Mistaken price policies by OPA are retarding and destroying production and are actually creating inflation by perpetuating and aggravating existing shortages and by depreciating quality; and

2) In the case of processing charges, the OPA has never made a

chief engineer as soon as ability is proven.

desired. Our employees know of this ad.

definite rule which could be followed. but the law is dependent upon which OPA district is making the interpretation; and

3) Maximum Price Regulation 355, Section 13447 says regarding ceiling prices on the sale of meats. "You must sell for no more than the ceiling prices. (If you sell to retailers, use wholesale ceiling prices. If you sell to consumers, you must use the retail ceiling prices.)" Under this regulation, the brokerage fee and the processing charge cannot be added. This means we have to buy from the packer and sell to our patron at the same price we paid, and render processing services without charge;

4) MPR 165 states that our prices must be based on those of our closest competitor for the same service to a purchaser of the same class:-CLOSEST might mean a township, a county, or even a state, which interpretation is ambiguous.

This gives the OPA gestapo powers over locker services, regardless of temperatures maintained, manner in which meat is cut, and the method of wrapping; and

5) It is a dangerous practice for any federal agency to be allowed to say what services might be performed and what is to be charged for them-to regulate prices is one thing but to regulate the services that a business might perform is a different matter; and

6) Many OPA offices oppose locker plants instituting new services which require the use of more labor and of better wrapping meth-Labor is now available, and wrapping materials are also becoming available; and

7) In order to adjust higher operating costs for special services rendered such as lard rendering, meat curing, meat boning, poultry dressing, or any one of a number of services not performed prior to March, 1942, OPA should be instructed to permit frozen food locker plants to establish charges in keeping with operating costs under present conditions;

Therefore, be it resolved that the regional convention of Frozen Food Locker Operators in convention at Portland, Oregon, April 24-25, 1946, earnestly requests Congress to review this measure and refuse to grant OPA authority beyond June 30, 1946, in controlling prices and services rendered by the frozen food locker industry.

New Products, Sales Program Revealed At Trane's First Convention Since 1931

LA CROSSE, Wis. - Announcements of new products, new sales ideas, and the addition of 83% more floor space to the manufacturing facilities of the Trane Co. highlighted Trane's first general convention in 15 years which was held here April 22-24.

More than 160 Trane sales engineers from 85 branch offices in the United States, Canada, and Mexico attended the gathering.

A massive display of new and altered products developed for postwar markets was set up in La Crosse's former U.S.O. building. Shown for the first time was the Trane "custom-air" system of air conditioning which is intended for large multi-room, multi-story buildings. This new system combines a number of Trane products in a "revolutionary new system to develop the maximum conditions of comfort

A complete new line of Climate Changers, the company's air conditioning units, was announced in addition to air conditioning for railway coaches, buses, and airplanes.

M. L. Hoglund, manager of the refrigeration department, revealed that Trane was again back in the refrigeration field with a complete line of compressor and condensing units some of which had been discontinued during the war because of governmental restriction. A complete new line of reciprocating compressors with and without condensers will be offered.

A new dry type chiller has been created. The size of the turbovacuum compressor, the centrifugal water chiller developed by the com-

pany, will be reduced materially for better service and appearance and easier shipment.

T. Hancock, assistant secretary of the company, outlined a new sales program designed to strengthen the position of the Trane organization in the air conditioning field. Under this program, independent contractors will be urged to branch out into air conditioning.

D. C. Minard, executive vice president of the company, spoke on the problems, mainly a shortage of materials, facing the company in making shipments at the present He informed the delegates time. that the purchasing department was obtaining all the materials possible and promised that by the end of summer many current materials problems would be solved. In the meantime, he said, a strong selling job needed to be done in explaining the shipping problem to customers.

The sales engineers were taken on escorted tours to see the completely remodeled offices and laboratories that contain the most modern equipment for developing and testing heating and air conditioning equipment. They inspected the new addition at Plant 2 which adds more space than the original factory built in 1930. And they viewed another plant formerly leased for aircraft production, but recently purchased for peacetime production.

FOR (Iriginal Engineering and Designing

A unique advantage of Tilco-Fin design and production technique is the great flexibility made possible without any need for special dies. Fins may be spaced as wide as 3 rows per inch...

... or fins may be spaced up to 8 rows per inch. .

ENGINEER WANTED

We require an assistant chief engineer thoroughly familiar with

low sides. Position is one of responsibility, and the man selected

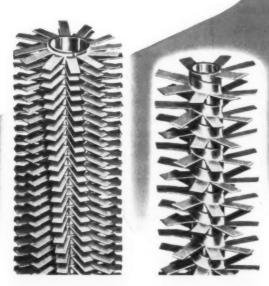
must have an outstanding record. The right man will be made

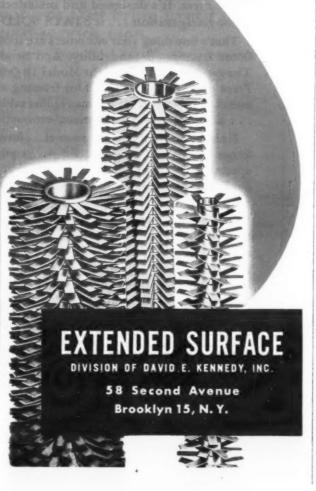
In reply give complete history of yourself, including compensation

Box 1992, Air Conditioning & Refrigeration News.

As new problems of engineering or design arise in connection with any heat transfer application, consider the possibilities afforded by this progressive plant-the flexibility demonstrated in the panel above—the advantages of all copper surface or steel fins welded to steel tubing-the cooperation offered by a plant that specializes in the manufacture of finned tubing We'll gladly send a Tilco-Fin descriptive folder

or specific information, without obligating you in any way.





Carrier Signs to Install System Throughout Hotel

SYRACUSE, N. Y. - Atlanta's Hotel Ansley will have the distinction of being the first postwar hotel to be air conditioned from roof to cellar, Carrier Corp. officials declare.

The company's statement said that the hotel is not only the first postwar job but the second U.S. hostelry in air conditioning history to be equipped with the conduit system. The only previous similar hotel installation is in the Statler of Washington, D. C., erected several years ago.

The \$200,000 Ansley contract, signed by Carling Dinkler, president of the Dinkler Hotel chain, calls for Weathermaster system with individual temperature and humidity controls in each guest room. The system is regulated for year 'round comfort, providing cool air in summer, warm in winter by operation of a simple dial.

Carrier officials said that the job would be completed about July 15.

Deepfreeze Sales Post Goes to D.L. Davidson

NORTH CHICAGO, Ill.—Donald L. Davidson has been appointed eastern regional sales manager for Deepfreeze Division of Motor Products Corp., and upon completion of an indoctrination period at the plant here, immediately will establish headquarters in New York City.

His territory will include the Boston, New York, and Philadelphia districts. Under his supervision will be three district managers servicing the 14 distributor outlets, according to F. F. Duggan, general sales manager of Deepfreeze.

Previous connections of Mr. Davidson include positions with Westinghouse Electric Corp. and Crosley Corp. During the war he operated as an independent manufacturers' agent.



exp

UN

Edit

Othe

a fa

clude

Th

John,

Dope M. (

John

a pro

invol been would

easily

paid

John

plent

coun

Uncl

built

A

* Now in quantity production

* All sizes: Industrial and Commercial

★ The last word in ...

ELECTRIC WATER COOLERS

Revelation Company Division of Interstate Engineering Corporation 2600 Imperial Highway El Segundo, California

DESIGN - CONSULTATION - MODEL BUILDING

McCORMACK ENGINEERING

400 COOPER BLDG. DAYTON 2, OHIO

TWENTY YEARS EXPERIENCE IN REFRIGERATION & AIR CONDITIONING



SPREAD THE STORY . . .

219 Eye St. Modesto, Calif.

Editor:

ed

31

y for and ry of

sales the

on in

Inder

ctors

o air

resi-

1 the

e of

y in

esent

gates

Was

ssible

d of

erials

the

elling

ining

en on

letely

ories

quip-

sting

quip-

addi-

more

built

other

craft

nased

lers.

Damn it, Taubeneck, why don't you get your editorials out where more people can see them!

We do what we can about passing them on, but they don't reach 1/100 of the people that ought to read

Wish you could do somethingthey're potent stuff.

A. B. HOLDREN

Reprints Available

For those who, like Readers Holdren and Evans, would like to see wider distribution of the editor's expressions on current problems, reprints of the "What's Wrong With America" front-page editorial in this issue are obtainable free of charge.

Reprints should be ordered promptly and a limit of 100-perreader is necessary because of the continuing paper shortage.

STOP DRIFTING ALONG

Brown-Marx Bldg. Birmingham, Ala.

Editor:

Your editorial in the April 29 issue hits the nail on the head to such an extent that I have cut it out and am sending it to our foremost paper, the Birmingham News. I presume that you would have no objection should this paper care to use it on their editorial page.

I have followed with interest your attitude in the present muddled state of affairs in this country. Why not send copies of your editorials to all large daily papers? Maybe it would help by having something written by one who obviously is not a politician, yet who can think so clearly as can your editor.

Most of us are allowing the present state of affairs to drift along, simply hoping for the best, but feeling that we are in too much of a minority to do anything about it. I believe the average person, and I include labor as well as the small business man, would welcome such a person as your editor, as a leader who can express our own ideas so clearly.

Has Mr. Taubeneck ever thought of entering politics?

JAMES A. EVANS, Consulting Engineer

UNCLE JOHN (AGAIN) AND LIVING COSTS

Bradenton, Fla.

Editor: I suppose every country has to fool and after reading May 6 issue I voted myself in. Otherwise I would not write. In the past you have printed some of my spouting and hope springs eternal; or has that rule been changed too?

When I got home from the dizzy whirl of deliveries, crazy questions, and the usual round of service calls Saturday evening, I was tired but in a fairly good humor for me. I concluded the usual ablutions reserved for Saturday night and settled down to read the NEWS.

Then in due time I came to "Uncle John, Left Wing Version" in Inside Dope. Brother, I boiled. Our friend M. G. Horwitz missed his calling. He should have purchased Uncle John's Gold mine and operated it on a profit sharing plan with the labor involved. Everyone would then have been rich and happy. No difficulty would have reared its ugly head because the apple pickers union could easily buy the orchard with dues paid in by the workers. If Uncle John was not ready to sell, there is plenty of undeveloped land in this country and the union could start their own orchard. They could let

G

G

Uncle John go rot with his apples. If the union has no backlog of dues built up, perhaps they would like to explain to the workers just where the millions of dollars have gone. Or better still they could have the government buy the orchards and set

them up in business. That way it would cost them absolutely nothing except increased taxes plus the cost of administration. Besides they could sell the apples for any amount they chose. Just as long as they remembered that the union shoe-makers, barbers, clerks, etc. would be able to buy the apples simply by increasing the charge for their services, in turn, to the apple pickers.

Simple, isn't it, until we remember that money borrowed entails interest. On my books, learned from experience, and the hard way at that, I find that when I buy a house for \$2,000 and pay for it in eight years, the total adds up to \$2,000 for the house plus \$2,000 for interest, making a grand total of \$4,000. Now it makes no difference if the union borrows from the workers, the backlog of dues, or the government. The money must be repaid and with interest.

If business is making money hand over fist and paying labor a mere pittance there is only one reasonable answer in my humble opinion. Let labor set up its own business. Labor could easily undersell capital because labor would not need fabulous profits, just a decent wage. Before they get in too deep, however, I should like to remind labor that they will have to sell to labor and any increase in wages of one laboring man will be reflected in the cost of living for the consuming laboring man.

Subsidies are a perfect example. We applaud until our hands sting, because the government pays the dairies 1 cent per bottle for milk so we get the milk for 18 cents instead of 19 cents. We save 1 cent per bottle because the government generously pays the dairy. Or do we?

On the contrary, I think we will find we pay the 1 cent per bottle plus the cost, plus interest of borrowing the money from ourselves to pay the government to pay the dairy to save the people 1 cent. It would not surprise me to learn that our bottle of 18 cent milk laid down at our door costs us 21 or 22 cents actually. And the dairy gets 19 cents for their part. Funny how we go around kidding ourselves, isn't it?

Next I came to the one where two and two don't make four. That was the cap sheaf. All I can say about that is I would like to know just how the author would arrive at the content of a cylinder or the area of a circle.

Reminds me of an article I read on belts in a recent issue of an air conditioning magazine. The author said it was an easy matter to hold the tension of the belts, align the pulleys, and bolt the motor down all at the same time.

Lots of our machines have bolt heads underneath and nuts on top. both of which have to be turned with separate hands and I only have two hands. He recommended the use of hands only, no blocks or mechanical devices. I'd like to take him with me awhile.

A. R. POOL

DEFENDS AMMONIA SYSTEMS IN MATTER OF COSTS

Mollenberg-Betz Machine Co. 20-26 Henry St. Buffalo, N. Y.

Editor:

We note in your April 29, 1946 edition that on page 7 you have an article pertaining to the removal of an old style plant and replacing it with an Airtemp unit.

In this article, you state that one of the many advantages of the new installation is the fact that it is fully automatic and that old units could not be completely automatic because of high operating pressures. Of course, this is an absolute falsehood as ammonia systems are installed every day with complete automatic control and in most cases the larger equipment has better automatic control than the so-called low-pressure refrigerants. Of course, with automatic control one would install a water regulator valve like they would on the "Freon" system.

Many years of experience have shown that there are less service calls with ammonia equipment than with "Freon" equipment and this is due to the fact that the equipment is built heavier, the controls are heavier, and last much longer.

In the particular installation that they mention, if new low side equipment had been installed, there would probably be lower operating costs with the ammonia equipment than with the new equipment.

I think that it would be well not to run down other types of systems. RICHARD H. MOLLENBERG

NO CIRCUMAMBIENCE HERE

Eastman Research Organization 330 W. 42nd St. New York 18, N. Y.

I am afraid you are going to get me into the habit of reading your column and that's bad. But here I find myself at the beginning of what should be a very busy day reading every line of your "Inside Dope"and liking it. Liking it so well in fact that I've got to stop and give you a hand on it for exceedingly straight thinking and equally straight writing, which two things are seldom so happily paired.

It is much more common to have circumambience either in the thinkwell or the inkwell—or both.

ROY O. EASTMAN



SINCE 1939 ...

With a long experience background in the building of Farm Locker Plants (Farm and Home Freezers), SANITARY's specialized skill and know-how in this field insure utmost customer satisfaction.

SANITARY REFRIGERATOR CO.

Fond du Lac, Wis.

Refrigerator Manufacturers for Over 40 Years Farm Locker Plants since 1939

Let's Look Over The "Engineer's Shoulder" says the LEHIGH Team Let's see what's INSIDE the "M&E" Lehigh. We KNOW it has eye-appeal. We know it is the most COMPACT unit for its indi-

some INSIDE information-

vidual rating. We know it is built for tough, constant, HEAVY-

DUTY use. But what makes it that way? . . . O.K. Team,—here's

Both suction and discharge valves installed on one valveplate. Valve seats are accurately ground and lapped. The use of finest Swedish steel reeds and large gas ports add to the high efficiency and quiet operation.

The cylinder head has cost radiating fins and in addition is cooled by the suction gas. Two chambers are provided in the head, one for the suction gas returning from the low side through the suction port in the crankcase and cylinders, and an adjacent chamber for the discharge gas. This design has the added feature of a heat exchanger protecting the suction valve from accidental refrigerant slugging.

Close-grained cast iron pistons have an absolute roundness produced by the centerless grinding process. The large bearing surface reduces the wear. TWO COM-PRESSION RINGS ARE USED ON THE PISTONS.

The close-grained cast iron cylinders have large fins cast around the cylinder walls for heat radiation. The cylinder bores are absolutely round and honed to a mirrorlike finish.

Specially designed Sylphon seal perfectly balanced 50 for any operating pressure variations, prevents leakage of oil or refrigerant.

A fine mesh removable screen located just beyond the suction service valve prevents entry of foreign material from the low side of the system.

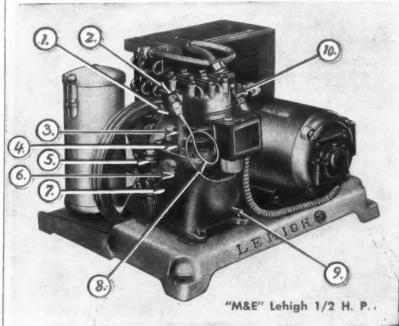
Oil check valve in oil return line, from suction porthole to crankcase prevents oil slugging when crankcase pressure is suddenly reduced.

The eccentric and connecting rods are selectively fitted to insure long wear and quiet operation. The connecting rods have an "H" section for maximum strength. The eccentric is securely clamped by two heat treated wedgeshaped bolts to the shaft.

Nickel-molybdenum alloy steel straight shaft heat Nickel-molypaenum uno, treated to Rockwell "C" scale 58-63 hardness, and ground to a very high finish. Specially treated close grained cast iron collar shrunk on the shaft. High lead content bronze sylphon seal nose bears against the perfectly lapped surface

The other side of the collar carries the thrust of the seal spring distributed graphite in the shaft collar is in itself an excellent lubricant. This unique design feature eliminates all leaks and seal squeaks. Cool running, with long life of the seal is assured.

Two way shut-off type service valves, with 1/s" gauge connection are mounted on the compressor, allowing the removal of the cylinder head without disrupting refrigerant connections. The material is drop forged brass.





HEAVY DUTY CONDENSING UNITS

Complete Line to Include

1/4 to 5 H. P.

Current Data Sheets on Request

"M&E" REFRIGERATION DIVISION

Lehigh FOUNDRIES, Inc.

PLANT: LANCASTER, PA.

Distributor Uses Store-Planning Service To Push Sale of Complete Commercial Line

Detroit Firm's 'Custom-Built' Store Plans Emphasize Efficient Use of Available Space

By C. Dale Mericle

DETROIT-"We don't sell a man a display case; we sell him a way of doing business."

That is a brief summation of the way Detroiter Refrigerator Mfg. Co. operates here as a commercial refrigeration distributor (handling the Hussmann line) and fixture supply house, according to Lee Hayes, secretary and general manager of the firm, which is headed by Mrs. M. F.

Concentrating on super-markets, the firm is prepared to handle the complete job of equipping a storefrom a large custom-built walk-in cooler down to a small island display rack. But possibly more important is the firm's ability to lay out a design for a super-market calculated to make the most efficient foodmerchandising use of a specified building or area, believes Mr. Hayes.

"When we approach a store owner, we don't start with the idea of selling him a display case or an open-type dairy unit, for example. We attempt, instead, to have him let us draw up plans for a complete modernization of his operation," he explained.

"There's not much point for a commercial salesman today trying to sell a unit merely on its own merits. He can point out that the display case he represents has a certain type insulation, but so does his competitor's unit; his case may have three lights in it, an unusual coil arrangement, or something else, but his competitor's will likely have the same or something just as good; perhaps one unit has a special feature lacking in the other case, but the latter may have something which the first doesn't have; and as for quality and

'Let Me Take Measurements'

about on a par.

price, all leading makes are just

"But if one of our salesmen can go into a small grocery or market and show the owner a better, a more profitable way to merchandise food, he won't have any trouble selling refrigeration equipment and fixtures,' emphasizes Mr. Hayes.

"In discussing the possible sale of a piece of commercial equipment to a store owner we are often asked to recommend the size, type and num-

ber of cases for this particular job. Frequently, I'll tell the owner that I don't know just what he needs.

"'Let me go over the store completely,' I'll tell him. "'If you'll let me take some measurements we'll draw up plans for what we think you ought to have, and then we'll both know just what should be done here,' I'll inform him," said Mr. Hayes.

"He usually has no objections to that, and so I will take the measurements of the store. We then draw up a layout of the proposed changes, and we may find, for example, that only one new meat case is required, instead of the two or three that the store owner was originally consider-

"When we show the completed layout to the owner, he may want to change some details, but when he's convinced that such a general revamping of his store is necessary, the problem of selling him a meat case becomes unimportant. merely take the order. It's that store-planning service which sells our line against the competitor's line

Offering a complete store-planning service presupposes a working knowledge of food merchandising based on fundamentals of grocery and meat market selling. Detroiter Refrigerator has made extensive studies into

the problem and has endeavored to keep abreast, possibly even a little ahead, of modern trends in this field, according to Mr. Hayes.

About 10 years ago the big chains began to experiment with supermarkets, inspired in part by state laws which imposed heavy taxes for each store operated by a chain. Neighborhood outlets were supplanted by large super-markets, in which self-service became the predominant note. Thus, not only did chains reduce their taxes, but they also cut down on labor costs, and consumers seemed pleased with the self-service

Larger Independents Alert

The larger independent store operators were alert to this revolution in food merchandising and were quick to incorporate such changes in their stores. Some of the smaller independent operators were likewise aware of these changing trends, and more and more of them have remodeled their stores, points out Mr. Hayes, who estimates that 75% of Detroiter Refrigerator's store "renovation" contracts have been with the smaller markets.

Some of the extremely small neighborhood grocery stores have suffered as modern food merchandising methods were developed by the large markets, but this, believes Mr. Hayes, is probably economically sound. The smallest stores, he says, were inefficient in view of the marked advantages offered the consumer by the super-markets.

One of the problems faced by the independent store operator is that of trying to learn exactly what his competitor is doing. This is especially true of the man who's virtually tied to his store during working hours, points out Mr. Hayes.

Firm Studies Other Markets

"This is one way in which we can be of great service to him," he explained. "We have the time and the opportunity to get around to many markets and can find out just exactly what they're doing. Of course, we already have the experience gained from our own jobs, but we also check up on installations we didn't handle. We can tell a store operator what is going on and why a competitor made this or that change.

"There is also a lot of study behind our knowledge of super-market design and operation," declared Mr. Hayes, and he cited one example of practical research.

"Some time ago I realized that pre-packaged meats for self-service displays were the coming thing and I decided I had better learn something about the problems involved. So I arranged with a meat wholesaler to spend a day in his plant helping him cut and package meats.

"I worked from early in the morning until 11 o'clock that night, just cutting and wrapping meats, and I discovered that there were a lot of angles to this new phase of meat merchandising. And that knowledge helps tremendously when I discuss the sale of an open-type self-service meat case to a mar et operator."

All of this background is of great help when it comes to convincing a store owner that he should let this refrigerator and fixture firm des gn and supervise the complete removeling of a market.

"But we simply have to know what we're talking about," admits Mr. Hayes, "because if we made one poor installation our reputation would be torn down."

Best to Start from Scratch

Although the firm does much remodeling work, what it likes best is to start from scratch on a new store, The firm works closely with the architect; in fact, Detroiter Refrigerator attempts to keep ahead of the architect, said Mr. Hayes, who explained:

W

era

fac

ope

Han

refi

firn

disp

Det

shee

sent

porc

the

larg

Floi

wan

piece

usua

but

profi

type some

"Ordinarily, an architect will plan a building, it will be constructed, and then the owner and the contractor will attempt to fit all the required fixtures into the building. This frequently doesn't work out very well, because the architect's knowledge of food merchandising and ideal supermarket design is apt to be weak.

"What we like to do is start out with a plot of the ground on which the market is to be built and make the complete layout for the store. This means placing all the equipment and fixtures where we think they will make for the most efficient operation. We locate meat, dairy, and vegetable cases, storage rooms, island displays, counters, check-out aisles, and other features.

Plans Aid Architect

"This permits the architect to know exactly where to bring in his wiring and plumbing, for example. We indicate where 110 volt circuits are needed, where 220 volt lines should go, the location of plumbing and drainage facilities, etc.

"Thus the architect will arrange for ceiling lights to be positioned between aisles where they will do the most good. Without this sort of planning, the architect may decide upon some arbitrary spacing of lighting fixtures so that lights will be directly above an island instead of where it can 'spotlight' the items on

"In other words, instead of trying to fit a supermarket into a building. the building becomes merely an outer shell around the supermarket," emphasized Mr. Hayes.

(Concluded on next page)





Methyl Chloride

For Freon and HENRY VALVE CO.

To Improve Market Design, Detroiter Refrigerator Keeps Ahead of Architect

(Concluded from preceding page)

hen

et

at

nis

gn

el-

lat

Mr.

or

is

the

the

and

ctor

red

rell,

ake

hey

ient

iry,

-out

his

ple

uits

ines

oing

nge

ned

do

t of

cide

be

of

ving

uter

"Of course, our layout must be approved by both the store owner and his architect, so we usually have a few conferences to go over our plans. This will lead to some changes perhaps, but the main idea of constructing the building around the market remains," he said.

Despite the fact that Detroiter Fefrigerator has built up a splendid reputation, its salesmen, working under the direction of S. F. Broad, do not sit around waiting for prospects to come in. The company has developed wide contacts among the wholesalers who supply grocery stores and meat markets, and these wholesalers provide the best source of tips on new jobs.

Wholesale Men Tip Off

The wholesale men and their drivers soon know when a store owner is thinking about changing his store or buying a new piece of equipment, and they pass the word along to Detroiter, Mr. Hayes said.

To back up its designing service for super-markets, Detroiter Refrigerator has complete fabricating facilities in its two-story building operated under the guidance of Mel Ruffley, factory superintendent. Harvey Whitsett is superintendent of refrigeration engineering for the firm.

The woodworking department is equipped to produce a variety of items, ranging from complete walk-in and reach-in refrigerators down to display islands, shelving and counters for super-markets. The firm fabricates its own cold storage doors, and has made a number of doors for special cold room installations around Detroit.

A good-sized sheet metal department also is important in the firm's operations. On some jobs complete sheet metal linings are fabricated for commercial refrigerators, being sent outside the Detroiter shop for porcelain enameling, one operation the firm doesn't perform itself. A large paint department takes care of finishing most refrigerators and other jobs.

Florist Box Is Show-piece

Florists refrigerators have become quite a specialty with the firm. The average florist, says Mr. Hayes, wants his refrigerator to be a show-piece and to be different from the usual run. This frequently means lots of mirrors and unusual designs, but these refrigerators represent a profitable operation for the firm.

Naturally, there are a lot of problems involved in running almost any type of firm nowadays. It's hard to get materials, for example, and it's somewhat tiring to go on telling prespects and old customers that they'll have to wait months maybe for shipments. But there's one thing that's really bothering Mr. Hayes. He's been trying for some time to establish the answer to this observed fact:

Milk sales will invariably double or triple when displayed in an opentype refrigerated display case.

"One Detroit market operator, for example, had two markets located about a mile apart on the east side of town. One of these was a modern, up-to-the-minute market in a nice looking building. It was equipped with a wall-type self-serve dairy case fitted with sliding doors.

Open Milk-Case Sales Boom

"The other market was in a decrepit building—decrepit in comparison with the first structure. In the older building, however, there was a new open-type unit for milk, and milk sales there were three times those in the good looking market.

"To me, it doesn't stand to reason that putting milk on display within easy reach will increase sales, for, after all, milk is a staple item in the average household. A family regularly buys so many quarts a day, and that's that.

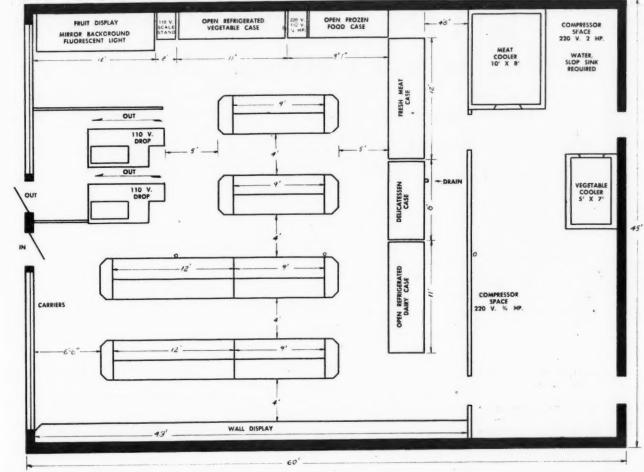
"Wondering why more milk was sold from the open case in one market than was sold in the other market, I discussed the problem with some market merchandisers. They brought up the point that perhaps the reasons lay in the difference between shopping habits of the people living near these two stores. Maybe the people who traded at the store where milk sales were low had more home delivery service on milk.

Shift Would Provide Test

"This suggestion satisfied my curiosity for a while, but finally the store operator found it necessary to close out the older store. He lost his lease. So he decided to move the open-type dairy case up to the other store to replace the one with the sliding doors. This shift would provide a true test of the sale ability of the open unit.

"The move was made on a Wednesday. I didn't get around to check up on the results until Saturday so I phoned the wholesaler who supplied milk to the store. He reported that on Thursday, the day after the move, sales of milk had doubled over previous figures. On Friday they had tripled.

"What's the answer? I'm not sure," admits Mr. Hayes," but I suppose it's simply the principle of putting things out where they'll attract the public's attention, and give the buyers an opportunity to see and feel the merchandise."



A store layout like the above is what Detroiter Refrigerator uses to sell a prospect a remodeling job or a completely new market installation. Approaching the customer with such a plan makes sales of commercial refrigeration equipment more or less incidental, says Lee Hayes, general manager of the firm. This particular plan was prepared for Joseph Corbett, Detroit store owner, who wanted to set up a new market half a block from his present location. Included are five Hussmann cases (three of them being open models), a meat cooler, and a vegetable cooler. This modern layout more than doubled the store owner's business.



Finding fault is his business

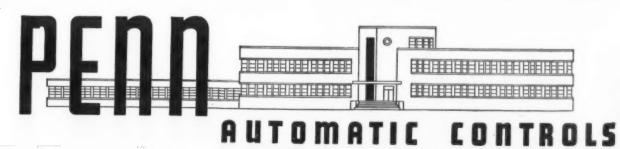
Yes, PENN pays this man to find fault... to see that PENN Controls measure up to rigid specifications... to see that you, the purchaser, will receive the best refrigeration controls that can be built!

The manufacture of dependable and efficient controls is the aim of every PENN worker... of every PENN inspector and Quality Control engineer. They refuse to compromise. Not even the slightest deviation from PENN's high standards is tolerated. For instance, here, this inspector employs a visual gauge to check carefully the critical dimensions of a screw

machine part used in PENN Automatic Controls.

And so it goes throughout PENN's modern factory. Care in design! Care in manufacture! Care in inspection! All aimed toward a single objective—better automatic refrigeration controls for you! Ask your jobber about them today. Controls are built for temperatures as low as -150° F., and for pressures as low as 28" vacuum. Remember, their extra value involves no extra cost. Penn Electric Switch Co., Goshen, Ind. Export Division: 13 E. 40th Street, New York 16, U.S.A.In Canada: Penn Controls, Ltd., Toronto, Ont.





FOR HEATING, REFRIGERATION, AIR CONDITIONING, ENGINES, PUMPS AND AIR COMPRESSORS

New Testing Device Starts Condensing Units, Analyzes Electrical Defects

Airserco Starter-Analyzer Tests Hermetic, Open Type Units Up to 1/3 hp.

PITTSBURGH — Designed for use with both hermetic and open type refrigeration units, a new test instrument for starting electric motors and analyzing other electrical complaints has been introduced by Aircraft Service Co., which also produces a thermostatic control tester, announces Emmett C. Williams, presi-

Known as the "Airserco Unit Starter and Analyzer," the instrument can be employed on units up to 1/3 hp. After a defective unit or motor is started by the analyzer, the instrument may be left in the circuit to keep refrigeration system operating in emergencies until repairs are made.

Starting kit wiring harnesses are also available from the firm which can be used to repair refrigeration units and motor starters after defects are analyzed, the company says.

Through a combination of two multiple gang switches and a universal relay employing calibrated weights, 56 individual electrical combinations are available for starting any type motor, the company claims.

The analyzer is self-contained in a unit with a steel gray crackle finish. It weighs 11 lbs. On the front of the unit is the main power line switch with a bulls-eye pilot light; a capacity selector, a circuit selector, and two bulls-eye lights for 110 volt and neon tests.

The capacity selector has six positions—65, 87, 109, 131, 153, and 175 microfarads. There are likewise six positions on the circuit selector: (1) capacitor starter, (2) split phase starter, (3) 110 volt circuit, (4) 110 volt neon circuit, (5) 220 volt neon circuit, and (6) 110 volt fused

Top panel of the analyzer is arranged to provide four circuits. These include a variable capacitor circuit, push-button circuit, a test circuit, and one for motor-starting jacks. There are two variable capacitor jacks, a push button, and three motor starting jacks in white, black, and red. The white and black jacks serve as the test circuit.

Plunger of the relay also extends through the top panel. A set of weights designed to fit on the plunger comes with the analyzer for tests involving starting relays.

Operation of the analyzer, explains the manufacturer, is based on the "fundamental principle that a capacitor-start motor is a form of split-phase motor having a capacitor connected in series with the auxiliary winding." Fractional horsepower hermetic refrigeration units in service today are either capacitor start or split phase, permitting the analyzer to be employed in testing all hermetics, it is claimed.

Typical tests for a capacitor type hermetic unit are outlined by the company as follows:

The analyzer line cord is first connected to the 110 volt a.c. power supply with the main power switch of the unit turned off. The three color-coded test leads are inserted into their respective color-coded facks (black, white, and red). Fuses in the analyzer should be checked to make sure they are in tight and are not over 10 amp. in rating.

TESTING CAPACITOR TYPE FOR OPEN WINDINGS

- 1. Remove refrigerator line cord from power supply.
- 2. Connect black and white test leads to any two of the compressor
- terminals or ceramics. 3. Set circuit selector to 110 volt test.
- 4. Snap power switch "on."
- If the red bulls-eye test light comes on, the circuit is okay. 5. Change black test clip to third
- compressor terminal. If red light comes on, the circuit

TESTING CAPACITOR TYPE FOR RUNNING

- 1. Remove refrigerator line cord from power supply.
- 2. Turn power switch off.
- 3. Connect black, white, and red test leads directly to terminals of
- 4. Set circuit selector to "capacitor starter."
- 5. Set capacity selector to nearest unit nameplate horsepower rating, according to Chart B.

(Chart B, supplied by the manufacturer, lists typical capacity ratings in microfarads for various sizes of fractional horsepower motors. The "capacity selector" is calibrated in microfarads.)

6. Snap on power switch.

The motor should run normally If the relay plunger stays up, try weight No. 1.

"Select a weight according to the drop-away value," suggests the manufacturer of the analyzer. "The average starting cycle of refrigeration units is from one to three seconds. Where a doubt exists, it is always safer to choose the next larger capacity value. A slightly larger capacity value will produce a slight reduction in starting torque, whereas too small a capacitor will be over-heated and have a shortened

TESTING CAPACITOR TYPE FOR GROUND OR LEAKAGE TO GROUND

- 1. Remove refrigerator line cord from power supply.
- 2. Turn analyzer power switch off. 3. Connect white lead to any compressor terminal.
- 4. Connect black lead to body or shell of unit where a good contact
- can be made. 5. Set circuit selector to 110 volt
- Turn on power switch.
- If the red test light remains off, the unit and the wiring does not have ground. If the test light is on, there is a ground between the windings of the compressor motor and

How Used on Open Unit



Adaptable for either open or hermetic units, the Airserco unit starter and analyzer is being used here to start up a defective motor driving an open condensing unit. At the same time the repairman is adding refrigerant to the system. The analyzer is serving as a capacitor with the capacity selector set at

87 microfarads.

and

ing,

ing

engi

lems

To

Cl

M

AUDEL

the unit chassis or the unit wiring. Remove the leads from the compressor. If this does not eliminate the ground, identify the wiring, fan, or thermostat which has the ground.

To determine leakage to ground, repeat the above test with the circuit selector turned to 100 volt neon.

"Many hermetic units will not start immediately after being stopped, and they will draw high current if starting is attempted," states Aircraft Service Co. "The pressures in the high and low side must be allowed to equalize. It is important to recognize this from the condition of 'high current.'

Starting tests for hermetic compressors powered by split-phase motors are conducted with the analyzer hooked up in a manner similar to that for running tests on capacitor type units. By testing with the analyzer, proper relays and capacitors, as well as wiring harnesses, can be selected for permanent connection to split-phase motors which are hard to start, the company explains.

In addition to motors, starting capacitors themselves can be tested with this analyzer. When a capacitor is thought to be defective, it should be tested for: (1) open circuits, (2) short circuits, (3) grounds, (4) capacity in microfarads.

TESTING CAPACITOR FOR OPEN CIRCUITS

testing capacitors for open circuits, the circuit selector of the analyzer unit is turned to the 110 volt test position. The black and white test leads are connected to the capacitor terminals. If the red light turns on, there are no open circuits in the capacitor.

For the short circuit test of capacitors, set the circuit selector at the 110 volt fused position, and connect the black and white leads to the capacitor terminals. If the fuse does not blow, there are no short circuits.

To determine if there are any grounds in the capacitor, first set the circuit selector knob at the 110 volt test position. Using the black and white leads, connect one lead to a terminal of the capacitor, and the other to the shell of the capacitor.

If the red light turns on, the capacitor is not grounded.

A capacitor must pass the above three tests to be satisfactory, but it should also be checked to determine its effective capacity.

"A quick check to determine a capacitor condition is to charge it directly with 110 volts a.c.," points out the instrument manufacturer. "Repeat the momentary charging cycle several times to make sure the capacitor actually has received a charge. If no discharge is noticed on immediate short circuit, the capacitor may be considered to be open or short-circuited, or to have lost its effective capacity."

A test to determine the actual effective capacity of a capacitor can be performed by using the analyzer connected in series with the capicitor and an a.c. ammeter. The circuit selector of the instrument is set at the 110 volt fused position. White and black leads are used to connect the analyzer in series with the ammeter and the capacitor.

Comparison of the actual capacity (in microfarads) of the capacitor with the rated capacity marked on the capacitor shell is then made by checking the reading in amperes against the equivalent microfarads in the table below:

Nominal		Amperes @
Rating	Limits	110 V.
(Mfd.)	(Mfd.)	60 Cycles
60	64-72	2.65-2.99
65	70-78	2.90-3.24
70	75-84	3.11-3.48
80	86-96	3.57-3.99
90	97-107	4.03-4.45
100	108-120	4.49-5.0
115	124-138	5.15-5.75
135	145-162	6.0 - 6.7
150	161-180	6.7 -7.45
175	189-210	7.85-8.7

Numerous other electrical tests can be made by this analyzer, the company claims. Incoming line voltages up to 400 volts a.c. or d.c., for example, can be determined by using the 200 volt neon test circuit of the

Analyzer units sold by the company are serially numbered and registered in the original owner's name to protect the buyer, says the

How Used on Hermetic Unit



Fifty-six different starting combinations are possible with the unit starter and analyzer produced by Aircraft Service Co. and designed for starting electric motors and analyzing other electrical complaints.



OPA Revises Airtemp Equipment Price Order

DAYTON, Ohio-In a revision of Order 21, issued by OPA last fall to establish ceilings for refrigeration and summer and winter air conditioning equipment manufactured by Chrysler Corp., the agency recently ruled that maximum prices to "Four Star Dealers" will be those "previously established or which may hereafter be established pursuant to Maximum Price Regulation No. 591."

Prices thus determined are to be increased by 20% on sales to "specialty dealers," by 331/3% on sales to "standard dealers," and multiplied by the factor 1.7777 rounded off to the nearest dollar on sales to consumers. These factors are the same as those established in the original order.

g-

ne

on

ci-

its

ual

an zer

ici-

eirset

ite ect

the

ac-

tor

by

ads

@

5

m ges for

ing

om-

Dayton Firm Offers Counsel On Refrigeration Engineering

DAYTON, Ohio - Offering design, consultation, and model-building service in refrigeration engineering and development, A. A. McCormack has organized McCormack Engineering, located in the Cooper Bldg. here.

Mr. McCormack had been associated for 19 years with the engineering department of Frigidaire Division, General Motors Corp., being particularly active in enclosed unit development and air conditioning. He was granted 36 patents while with Frigidaire.

In addition to product design, the engineering firm is prepared to handle plant layout and tooling problems, according to Mr. McCormack.

Mitchell Air Conditioner To Retail at \$432 Ceiling

CHICAGO—A retail ceiling price of \$432 was fixed recently by OPA in Order 504, MPR 591, for an 840watt room air conditioner manufactured by Mitchell Mfg. Co., 2525 N. Clybourn, here. On sales to jobbers, maximum price was pegged





Covering:

Basic Principles,
Servicing. Operation, Repair of
1. Household
Refrigeration
2. Special Refrigeration
Units 3 Commercial Industrial Refrigeration
4. Air Conditioning
Systems

A gold mine of essential important facts for ENGINEERS, USERS AND SERVICEMEN. Here you have at you fingers' ends a Complete Library in ONE VOL UME, the necessary

ANSWERS YOUR QUESTIONS.
1280 Pages, 46 Chapters all Fully Illustrated & Indexed for Ready Reference. 4 trated & Indexed for Ready Restreme.

COMPLETE • PAY ONLY 51 A MONTH OF --- CUT HERE ----

Please send me postpaid vor FREE EXAMINATION books marked (x) below. If I decide to keep them I agree to mail \$3 in 7 Days on each book ordered and further mail \$3 in 7 Days on each book ordered and further mail \$4 monthly on each book ordered and further mail \$4 monthly on each book ordered and further mail \$5 in 7 Days on each book ordered and further mail \$5 in 7 Days on each book ordered and further mail \$5 in 7 Days on each book ordered and further mail \$5 in 7 Days on each book ordered and further mail \$5 in 7 Days on each book ordered and further mail \$5 in 7 Days on each book ordered and further mail \$5 in 7 Days on each book and \$5 in 7 Days on each \$5

AUDEL, Publishers, 49 W. 23 St., NEW YORK ASK TO SEE THEM! Get This Information for Yourself. Mail coupon today. No obligation unless O. K.

Text of Revised MPR 136 **Setting Motor Ceilings**

[RMPR 136, Order 624] INTEGRAL AND FRACTIONAL HORSEPOWER MOTORS

ADJUSTMENT OF MAXIMUM PRICES (a) As used in this order, the phrase "integral horsepower electric motors and generators" means all motors, generagenerators" means all motors, generators and motor generators, rotary converters, dynamometers, inverters and dynamotors, AC or DC, when built in frames of one (1) horsepower, 1700-1750 rpm., continuous open type, or larger, whether with or without integrally built accessories such as brakes, clutches, or overload protection devices, and includes renewal parts for all the items listed in this paragraph. The term does not include traction motors, traction generators, rotating welding equiption generators, rotating welding equip-ment, turbine generator units and power driven devices such as pumps, fans, compressors, grinder parts, etc., whether integrally or separately mounted.

(b) As used in this order, the phrase "fractional horsepower electric motors" means all motors, generators, converters, inverters, and dynamotors, AC or DC, when built in frames smaller than one

(1) horsepower, 1700-1750 rpm, continuous, open type, whether with or without integrally built accessories such as brakes, clutches, overload protection devices and includes separately mounted accessories such as starting relays, plugging relays and speed controllers, when ging relays and speed controllers, when sold in conjunction with the motors, and includes all renewal parts for all of the above and factory rebuilt motors. The term does not include toy motors, and generators, automobile starting motors and generators, and power driven devices, either integrally or separately mounted, such as pumps, fans, compressions withdraw as pumps. sors, grinders, etc.

(c) As used in this order the phrase "base prices" means the maximum prices established under section 7 of RMPR 136, or computed under section 8, 9 or 10 of RMPR 136 provided they do not include any increase provided to an individual manufacturer by individual adjustment under the provisions of RMPR 136, Supplementary Order 142 or any increase computed by any individual manufac-turer under the provisions of Order 591 under RMPR 136 or the industry-wide increase provided for fractional horse-power electric motors under section 19 (n) of RMPR 136. (n) of RMPR 136.

(d) The maximum prices for sales by manufacturers of integral horsepower electric motors and generators as defined in (a) above shall be established as fol-

(1) The manufacturer's base prices, as defined in (c) above, shall be increased by $16\frac{1}{2}\%$, except as provided in (2)

(2) If the manufacturer's base prices are approved by OPA as "in line" prices under section 9 (c) of RMPR 136 subsequent to May 13, 1946, the maximum prices shall be the prices so approved.

(e) The maximum prices for sales by manufacturers of fractional horsepower electric motors as defined under (b) above shall be established as follows:

(1) The manufacturer's base prices as defined in (c) above shall be increased by 27%, except as provided for in (2) by 27%, exce or (3) below.

(2) If the manufacturer's base prices are "in line" prices approved by OPA under section 9 of RMPR 136 subsequent to Oct. 16, 1945 and before May 13, 1946, the maximum prices shall be the prices so approved increased by 161/2%.

(3) If the manufacturer's base prices are approved by OPA as "in line" prices under section 9 (c) of RMPR 136 subsequent to May 13, 1946, the maximum prices shall be the prices so approved.

(f) For integral horsepower motors and fractional horsepower motors that have incorporated within or added to the motor frame special features not found on standard motors (including speed reduction gears), the maximum prices shall be increased by the dollars-and-cents amount by which the motors. and-cents amount by which the maximum prices for the standard motor of the same rating are increased under the provisions of paragraphs (d) and (e) of this order.

(g) The maximum prices for sales of integral horsepower electric motors and generators and fractional horsepower electric motors, by resellers, shall be the maximum prices in effect just prior to the issuance of this order increased by the same percentage by which their net invoice cost has been increased reason of the issuance of this order.

(h) All prices established under paragraphs (d), (e), (f) and (g) of this order shall be subject to the same discounts, deductions and other allowances in effect to any purchasers and classes of purchasers and classes of purchasers. chasers just prior to the issuance of this order.

(i) Every manufacturer of integral horsepower electric motors and generators and fractional horsepower electric motors shall give written notice to its resellers of the percentage amount by which this order permits the reseller to increase his maximum prices.

This order shall become effective May 13, 1946.

Revised Order on Artkraft Freezer Price Now Amended

LIMA, Ohio-Amendment of Revised Order 182 (MPR 591), which authorized ceiling prices for a 6-cu. ft. home freezer manufactured by Artkraft Mfg. Corp. here, was recently announced by OPA. However, the amendment does not affect the prices themselves, which remain the same as reported in the March 11, 1946, issue of the NEWS.

Ball Park Goes to Bat For the Ladies With Air Cooled Lounge

HOUSTON, Tex. - An air conditioned lounge for the ladies costing \$30,000 is responsible for the decided increase in female spectators at the ball park here, despite the mediocre playing of the Houston Buffs, Allen H. Russell, president of the team, believes.

"Baseball has to compete with swanky, attractive motion picture theaters," he stated, "so I feel we should offer an entertaining, hard-fought brand of baseball in an attractive setting."

In both major and minor leagues, there is believed to be a definite trend toward the addition of air conditioning units, installation of new lounges, and general improvement of conditions in ball parks.

Sporting Goods Store Gets 15-Ton Air Conditioner

ST. LOUIS-A 15-ton air conditioning system for the new Leacock Sporting Goods Co. store went into operation recently. Located in the basement, the system utilizes parts from almost every major air conditioning manufacturer, according to Manager Harry Forrest. Store temperature will be maintained at 80° the year around. It is said to be the first postwar major air conditioning job in St. Louis.

Ranco Controls Allowed 24% Boost on '41 Prices

COLUMBUS, Ohio-A 24.3% increase in the Oct. 1, 1941, ceilings on Ranco refrigerator controls was recently authorized by OPA in a priceadjustment order.

Resellers are permitted to add to their existing prices "the actual dollars-and-cents increase in their acquisition cost resulting from the adjustment granted the manufac-

The increase was granted in Order 474, MPR 591, and was effective as

OPA Ceilings Set on 3 Milk Producers Coolers

ST. LOUIS — Maximum retail prices of \$660, \$784, and \$956 for 6, 8, and 10-ft. beverage coolers manufactured by Milk Producers Equipment Co. here were recently authorized by OPA in Order 472, MPR 591.

Following is the complete price schedule:

On sales to-

	Dis- tribu- tors	Deal- ers	Con- sum- ers
Model SFW-406 6 ft	\$330	\$396	\$660
Model SFW 408 8 ft.	392	470	784
Model SFW-410 10 f	t. 478	574	956

Discounts, allowances, and rendition of services are to be at the level prevailing on Oct. 1, 1941, it was ordered.

District Sales Manager



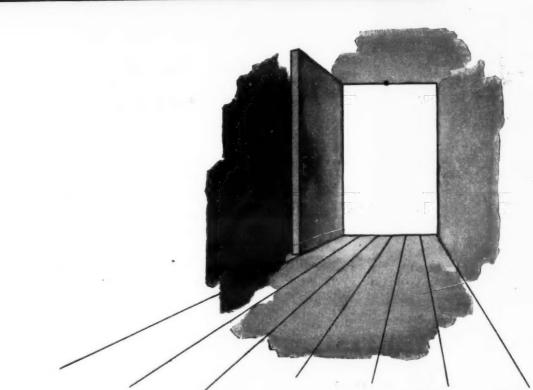
H. B. WEEKS

Weeks Given Sales Post By United Refrigerator

ST. PAUL-H. B. Weeks has been named district sales manager in New England for the United Refrigerator Mfg. Co. here, it was announced recently.

Prior to joining this firm, Mr. Weeks was sales representative for the A. E. Borden Co. of Boston in the territory of Maine, New Hampshire, Rhode Island, and eastern Massachusetts. Mr. Weeks office is at 156 Pearl St., Boston.

NO. 4 OF A SERIES ... "NEXT TO REFRIGERATION, EVAPORATIVE KOOLER-AIRE IS BEST."



What...open my door to More Business?

Sure Thing!

New Evaporative Kooler-aire opens the way to more business for you. Retail shop owners no longer question the need of air conditioning-they select the type they can operate at a

In thousands of cases, usAIRco Evaporative Kooler-aire has been chosen. Next to refrigeration, Kooleraire Evaporative Cooling is best.

It's a packaged system . . . a complete evaporative cooling plant compactly engineered for easy installation, simple operation, low-cost maintenance. Profit by the successful experience of alert dealers . . . corner all air conditioning sales with usAIRco Refrigeration system AND, low-cost usAIRco Evaporative Kooler-aire. Keep the door open for more business.

How USAIRCO Evaporative Kooler-aire Can Mean EXTRA PROFITS For You!

1. Next to refrigeration, it's first choice for comfort cooling in all types of businesses.

2. Kooler-aire costs so little that every business can operate it at a profit.

3. UsAIRco Evaporative cool- servicing or adjusting.

ing fits the budget of so many businesses that a few successful installations sell many others. 4. Compact, packaged-unit Kooler-aire is easy to sell, easy to install, requires no skilled

Write for details on profitable Kooler-aire

United States Air Conditioning Corporation COMO AVENUE S.E. AT 33RD MINNEAPOLIS 14, MINNESOTA

USAIRCE

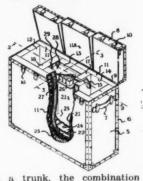
FACTORY REPRESENTATIVES IN PRINCIPAL CITIES

MANUFACTURERS AND ENGINEERS OF COMPLETE AIR CONDITIONING EQUIPMENT

PATENTS

Week of May 7

2,399,787. PORTABLE REFRIGERAT-ING DEVICE FOR TRAVELERS. Leonard F. Clerc, Chicago, Ill. Applica-tion Nov. 16, 1942, Serial No. 465,657. 6 Claims. (Cl. 62—91.5.)

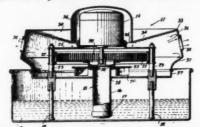


1. In a trunk, the combination of a plurality of insulated compartments, one of said compartments being adapted to hold a solid refrigerant such as Dry Ice, and the other compartments being adapted to hold food and the like, said compartments being in communication with one another through controlled passageways, and the refrigerant compartment being provided at its bottom with a slotted panel adapted to control the flow of ${\rm CO}_2$ gas from the refrigerant.

2,399,862. HUMIDIFIEB. William Feldermann, South Orange, N. J. Application Oct. 7, 1944, Serial No. 557,683. 4 Claims.

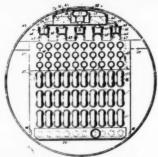
1. A humidifier comprising means for mechanically atomizing water, a fan for creating an air stream within which said atomized water is entrained, and a hood enclosing said atomizer, said hood having an apertured side wall through which a portion of said air stream is discharged, said side wall sloping upwardly and inwardly above the apertures thereof; an imperforate top wall connecting the said side wall and sloping uniformly downward therefrom to a sharply defined drip edge internally of said atomizer means: the atomized water is entrained, and a hood internally of said atomizer means; the

corner defined by the upper portion of the side wall and the top wall providing an obstruction to free air flow which reverses the normal outward directional flow of a portion of said air stream be-



neath said top wall to assist the gravity flow to said drip edge, of water gathering on the undersurface of said top

2,399,916. REPRIGERATION. Per Edberg, Evansville, Ind., assignor to Servel, Inc., New York, N. Y., a corporation of Delaware. Application Sept. 16, 1941, Serial No. 410,964. 8 Claims. (Cl. 62—119.)

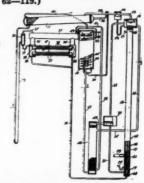


1. Refrigeration apparatus of the absorption type including structure for effecting gas and liquid contact including a plurality of elements disposed one above the other, structure for delivering above the other, structure for delivering liquid onto one of said elements to produce and maintain a liquid film on a surface thereof, said one element having an integral fin or flange depending from the bottom thereof and notched at spaced intervals to provide a plurality of independent drop formers between the notches, said drop formers serving as fixed regions at which drops of liquid are formed and being spaced apart such a distance that drops of liquid fall therefrom onto the next lower element suffifrom onto the next lower element suffi-

~______

ciently close together to merge practically immediately upon contacting said next lower element to produce and maintain a liquid film on said next lower element.

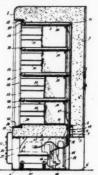
2,399,922. REPRIGERATION. Franklin A. Grossman, Evansville, Ind., assignor to Servel, Inc., New York, N. Y., a corpora-tion of Delaware. Application March 3, 1943, Serial No. 477,804. 13 Claims. (Cl. 62-119.)



1. An absorption reir geration apparatus comprising a vertically extending vapor expeller comprising a riser tube, a connection for introducing absorption solution enriched in refrigerant into the lower end of said tube, a connection for withdrawing solution deprived of refrig-erant from the upper end of said tube, and a device extending a substantial dis-tance into said tube and operated by the heat of absorption solution therein for introducing vapor into said tube at the region where boiling is impending so as to promote ebullition of the absorption solution therein and effect substantially uniform heating of said solution.

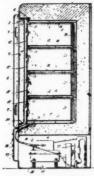
2,399,963. LOW TEMPERATURE CABI-NET CONSTRUCTION. William U. Vinton and Alvin H. Myers, Manitowoc, Wis., assignors to Manitowoc Shipbulding Co., Manitowoc, Wis. Application May 10, 1944, Serial No. 534,868. 7 Claims. (Cl. 62—116.)

1. A low temperature cabinet construc-1. A low temperature capital construc-tion having an upper and a lower com-partment and comprising a main body portion having insulated upper, side, and back walls and having a base portion, a door for said upper compartment, a re-movable section fitting within said main movable section fitting within said main body portion and supported by said main body portion and having an insulated section forming the bottom of said upper compartment and having frame means rigid with said insulated section, refrigrigid with said insulated section, refrig-erating means carried by said frame



means and normally located in said upper compartment, and power means for supplying a refrigerant to said refrigerating means, said power means being carried by said frame means and being normally located in said lower compart-ment, said removable section consisting of said insulated section, said refrigerat-ing means, said power means, and said frame means being removable as a unit from within said main body portion leaving said main body portion supported from its base portion.

2.399.967. LOW TEMPERATURE CABI-NET CONSTRUCTION. Robert D. West, and William U. Vinton, Manitowoc. Wis., assignors to Manitowoc Shipbuilding Co., Manitowoc, Wis. Application Ap.il 28, 1944, Serial No. 533,127. 6 Claims. (Cl. 62—99.)



1. A low temperature cabinet comprising an inner and an outer casing having thermal insulation therebetween, said cabinet having an open front, a door normally closing said open front and forming a main seal for said cabinet, a plurality of marking said cabinet, a plurality of vertically spaced drawers within said cabinet with each drawer having a front wall, the front walls of said drawers being spaced inwardly of said door and forming a second seal for said cabinet, and refrigerating means be-tween said drawers arranged to prevent circulation of air between the spaces adjacent successive drawers.

-MASTER-Food Conservators

have the call. This Modern Food Conserver has many unusual advantages. Sold through distributors of refrigeration and insulation.

Get our proposition

Master Manufacturing Corp. 121 Main St. Sioux City 4, Iowa **OVER 800,000 IN USE**

····





MODERN • FREEZER-COOLERS

 HOME FREEZERS from 5 to 123 cu. ft. food capacity COOLERS

AMANA SOCIETY



The only publication servicing the industry in Canada

National Business Publications Limited Gardenville, Que. Canada

CLASSIFIED ADVERTISING

POSITIONS WANTED

FACTORY REPRESENTATIVE or Sales Engineer 20 years experience in refrigeration and air conditioning, engineering, teaching, and wholesale selling. Well acquainted with jobbers, distributors, and manufacturers throughout middlewest. manufacturers throughout middlewest.
Wants permanent position with reputable
firm working out of St. Louis, Mo.
Box 1985, Air Conditioning & Refrigeration

POSITIONS AVAILABLE

Ser

CON

CON

CYC

WANTED: Wholesale distributor oper. ating four warehouses New Mexico and Panhandle-ElPaso areas Texas, wants sales engineer experienced commercial sales engineer experienced commercial refrigeration, air conditioning, water pumps, heating, ventilating. Excelent compensation. For interview wire or phone collect ZIA ELECTRIC DISTRIBUTING CO., 202 East Marcy St., Santa Fe, New Mexico.

REFRIGERATION ENGINEERS Wanted by midwest manufacturer of refrigeration control devices. Mechanical engineering graduates preferred. Expansion of facilities has provided openings in design and laboratory development. Ample opportunity for men of ability. Write describing training and past experience. Box 1976. Air Conditioning & Refrigeration

FACTORY PRODUCTION man on coolers display cases, specialty items. Small factory employing 15, located Central North U. S. Must be able to handle complete production, designing, purchasing, employment. Must have complete over-all small plant experience with proven record. Real thing for right man. Give full qualifica-tions and wages requested. Box 1987, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

FOR SALE: 10,000 new aluminum ice cube trays in three popular sizes. Also air-cooled and water-cooled remanufactured condensing units ¼ up to 2 hp. Write for particulars. EDISON COOLING CORP., 310 E. 149th St., Bronx 51, N. Y.

NIAGARA (made for Frigidaire) "Freon" NIAGARA (made for Frigidaire) "Freon' floor type unit coolers, used but good condition, with 3-60-220 motors, F.O.B. Jacksonville, Fla.: one model 123R (2 hp.) basic rating 4700 B.t.u., price \$500. One model 132R (1½ hp.) basic rating 3,660 B.t.u., price \$450. FLORIDA ICE MACHINE CORP., Jacksonville 3, Fla.

BEVERAGE COOLERS: 6 ft. capacity 22 cases; 8 ft. capacity 30 cases. These are dry coolers with heavy duty coils and equipped with continuous operating fan motor. Both models have stainless steel doors and trim. Immediate delivery. GENERAL REFRIGERATORS CORP., 678 Broadway, New York 12, N. Y., STuyvesant 9-1222.

SEALED WESTINGHOUSE units with shorted, leaky, or grounded terminals can be repaired by using our replacement terminals. Set of three \$2.85 (Part No. 1030). Immediate delivery. Money-back guarantee. SEALED UNIT PARTS CO., 3097 Third Ave., New York 56, N. Y.

SEALED CROSLEY units with leaky terminals can be repaired by you in a few minutes without opening the compressor. Set of three outside replacement terminals \$6.75 (Part No. 1020). Installation tool \$1.65. Fits all Crosley "F-12" units. Immediate delivery. Moneyback guarantee. SEALED UNIT PARTS CO., 3097 Third Ave., New York 56, N. Y.

PRANCHISES WANTED

WANTED as manufacturer's agent, jobber, or distributor. Electric and gas domestic, commercial and industrial equipdomestic, commercial and incomment, Houston, Tex. territory. Comment, Houston, Tex. territory. excellent petent sales representatives, excellent bank and trade references. Ample ware-house and trackage. Replies confidential. P. O. Box 9232, Houston 11, Tex.

DISTRIBUTORSHIPS WANTED by live wire sales organization for St. Louis and surrounding and domestic r and domestic refrigeration equipment.
We are located in the central part of
St. Louis in a new building with large
display rooms. Box 1988, Air Conditioning & Refrigeration News.

AIR CONDITIONING EQUIPMENT urgently needed for foreign markets. Export Managers with world wide distribution and immediate enquiries seek contact with manufacturer interested in establishing permanent export business with small short term deliveries. Box 1993, Air Conditioning & Refrigeration

BUSINESS OPPORTUNITY

PATENTS AVAILABLE for license. 1942 U. S. patents covering combined heating and cooling absorption air conditioning system using oil or gas available for license. Suitable for many applications including domestic. Fiexible and economical to operate. Some experimental work has been done or a superior of the control of the and economical to operate. Some experi-mental work has been done and design data obtained. Box 1991, Air Conditioning & Refrigeration News



31/2" DIAL **THERMOMETERS**

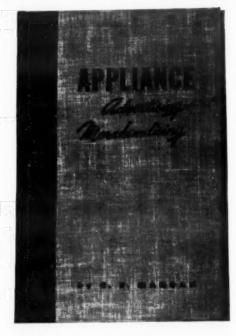
At special price from government termination contract. Manufactured by Gotham Instrument Co. and list at \$16.50 sach. Range —20 to +120 F. Black phenol plastic case. Bottom connected with 6 ft. bendable copper capillary tuba and 10" plain copper bulb.

Great Value in:

Minimum Order 24....\$9.75 each lots of 48 or more...\$9.25 each

Lots of 48 or more....\$9.25 each F.O.B. New York. Immediate deliveries while they last.

NASSAU FIBRE COMPANY 502 Park Ave., New York 22, N. Y Telephone VOLunteer 5-2500



There's an end to that line of customers .

Prewar sales records show that about 20% of the dealers obtained about 80% of the available business. You will want to be in that postwar 20%—you know you've got to advertise and sell efficiently to keep that line of customers. So fill in the blank below and read what Mr. Mangan has to say.

APPLIANCE ADVERTISING & MERCHANDISING 10 days free trial

"Appliance Advertising & Merchandising" reveals persuasive methods, crack formulas, and buy-stimulating ideas that have been proved.

All the talent and experience of Author R. E. Mangan's 10 salesresultful years as ad-man for a big southern California and Arizona distributor—has been packed into this book.

Only one of its kind, it's ready for you to use now. It tells how and where to advertise, step-by-step pointers for increasing the sales-pull in your newspaper, billboard, radio, and screen advertising. It shows you how to build more sales-appeal into your store display.

Lose no time in putting this sales-producer to work for you. Send for your copy today.

Business News Publishing Company 450 W. Fort St., Detroit 26, Mich.

Gentlemen: Please send Mangan's "Appliance Advertising & Merchandising" on 10 day free trial. I'll either send \$2.00 upon receipt of bill, or return book in good condition within 10 days.

Address	 City	 Zone	 State	

Refrigeration Problems And Their Solution

By P. B. Reed

For Service and Installation Engineers

Fans, if any, stopped.

Evaporator too small.

Power off; line trouble.

tight.

SHORT-

Refrigerator

UNIT

cold. Suction line cool. Suction

and discharge pressures normal

Evaporator warmer than normal.

Refrigerator warmer than nor-

mal. Suction line cool. Suction

and discharge presssures normal



and Air Conditioning Division, Perfex Corp.

Service Chart for System Using Thermostatic Expansion Valve & Temperature Control (Bulb on Evaporator)

Symptoms

ig-ng, ell nd est. ble vio.

er-ind ints cial ter ent or B-St.,

ed lon ng lil-nd or-lb-ox

rs, all th ete y-all

22 re nd an eel ry. P.,

cy

CONDENSING

to low.

to high.

Evaporator cold.

CYCLES.

RUN, OR OFF TOO LONG.

Evaporator frosted or at normal idle temperature but refrigerator not cold enough. Suction line warm. Suction and discharge

pressures normal.

Evaporator defrosted or warmer than normal. Refrigerator not Suction pressure high. Discharge

pressure normal.

cold enough. Suction line warm.

Loose or broken wire in main or branch circuit, control circuit, or in Temperature control contacts burned

and not making contact. Charge lost from power element of temperature control.

Main or branch circuit fuses blown,

due to ground, overload, short-circuit,

fuses too small or loose in clips, com-

pressor, or motor stuck or belt too

Belt broken; motor running but compressor not running.

Temperature control differential too wide.

Temperature control set with too close a differential between cut-in and cut-out temperatures.

Temperature control contacts flutter-

Loose connection in electrical circuit.

Automatic-reset overload protector on motor short-cycling due to:

Stuck or tight compressor or

motor. Low voltage.

Belt too tight.

Motor worn or otherwise unable care for the load at overload setting.

Suction and/or discharge pressures too high, resulting from excessive heat load, poor air circulation around condensing unit, warm condenser water, (see preceding paragraph) or condensing

Possible Causes

Remove paper from shelves or re-CONDENSING UNIT WILL NOT Air circulation in refrigerator blocked. arrange food to allow good air circulation.

Repair electric circuit; put in new

Remedy

Excessive heat leakage or air infiltra-Trace causes and make repair; check door gaskets.

> Set temperature control colder; or preferably replace evaporator.

Notify power company.

Find causes of fuses blowing and make necessary repair. Install cor-

rect size fuses. Check capacitor.

Find open circuit and make repair.

Replace contacts and/or power element or replace entire control.

Replace belt and then check belt

Reset control; narrower differential.

Reset control with wider differential.

Replace contacts or entire control.

Find loose connection and make repair.

Repair or replace motor or compres-

Find cause and obtain rated voltage

to motor.

Adjust belt tension.

Repair or replace motor with one of

Trace cause of excessive overload on motor and make necessary correc-

Wilson ZEROSAFE Reach-In Farm Freezer Is Years Ahead...

SINCE 1939 Enthusiastic public acceptance and constant daily use have proved Wilson ZEROSAFE the greatest reach-in farm freezer in America . . . These years of trouble-free ZEROSAFE service are your guarantee that "Freezers by Wilson" will continue to revolutionize American menus by making frozen fresh foods a part of daily living. THE NEW ZEROSAFE IS NOW GREATER THAN EVER . . . There is a ZEROSAFE size for every need: 15 cu. ft. (illus.) and 25 cu. ft. Self-Contained Models; and Sectional Models from 22 cu. ft. up to 120 cu. ft.

For franchise information, address Desk 11:

WILSON REFRIGERATION, INC. DIVISION OF WILSON CABINET CO. **SMYRNA** DELAWARE

8 Veterans at Dinner

STAMFORD, Conn. - Two new company officers and eight other exservice men were honored at a special dinner here recently given by the Downes-Smith Co. appliance dealer and electrical contractor.

The new officers are John Moffit, operations manager, formerly a lieutenant colonel in the Army, and Neal Vinson, sales manager, a former Army captain. One of the veterans, Frank Olsson, was employed by the firm before entering the service. The others, John S. Baltrus, Carl D. Comstock, George G. Garrett, David E. Innes, Anthony J. Obzud, Gustav A. Pangaro, and Louis Varga, have been employed by Downes-Smith since V-J Day.

Toastmaster for the event was Malcolm Meyer, president and treasurer. He paid tribute to all the workers who had served faithfully during the firm's 35 years of operations and performed efficiently despite wartime curtailments. In conclusion, Mr. Meyer stressed the current aim of Downes-Smith to expand its warehouse and service shops to allow for increased business.

Dealer Honors 2 Officers, G-E Names Acting Head For Appliances in L.A.

LOS ANGELES—The appointment of Jack Dreyfuss as acting manager of the Los Angeles appliance service center of the General Electric Co. has been announced by T. J. Killeen, manager of warehousing and distribution for the Product Service

Mr. Dreyfuss succeeds R. K. Peters, former Service Center manager, who died May 4.

Booklet on Thermometers, Gauges Issued by Marsh

CHICAGO — A 20-page pamphlet illustrating and describing the complete line of Marsh gauges and thermometers for refrigeration service has been published by the Jas. P. Marsh Corp. here.

Among the instruments described are standard pressure gauge, standard compound gauge, corresponding temperature gauge, ammonia gauge, dial thermometer, bi-metal dial thermometer, and the Marsh Serviceman.



B.T.C. Evaporator Plates with "Cross-Flow" system caused by the gridiron design give unhampered refrigerant flow. Unob-

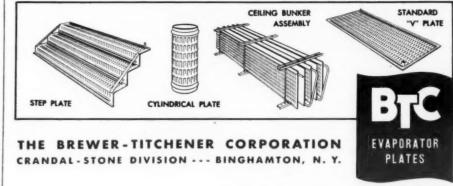
structed and equalized flow of the refrigerant is important for maximum prime surface

B.T.C. "Cross-Flow" distribution of the refrigerant assures low pressure drop with resultant low operating cost. With "Cross-Flow" full flooding, the entire plate is prime surface. B.T.C.



plates with the exclusive "Cross-Flow" feature mean more B.T.U.'s per dollar.

B.T.C. Evaporator Plates can be used for all types of installations — vertical, horizontal, sharp-freeze assemblies, and special shapes such as "L", Step plates, "U" and Cylindrical. Write today for our latest descriptive bulletin.



NEW readers of the NEWS

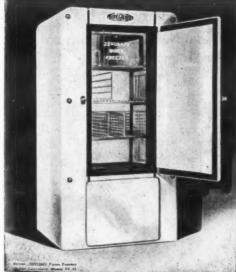
Enter your subscription Now! Air Conditioning & Refrigeration News Only \$4.00 per year, 52 issues

One issue every week

Each issue every week will bring you what you want and need to know; fresh and up-to-the-minute news and information-governmental and business-which pertains to your market, your business. The NEWS is the "Crusader for the Industry."

Fill in coupon and mail today!

Gent	lemen:	en	d	t	ne	N	IE	W	15	5	f	ог	01		y	ec	ır.							
	4 enc														-			00	an	у				
Nam	е	 											•	0 0							 	9		
Comp	pany.																							
Stree	t	 																						



(Concluded from Page 1, Column 5) radios, phonographs, electric fans, lamps, sewing machines, vacuum cleaners, and washing and ironing machines.

This change is proclaimed in Amendment 4 to Supplemental Service Regulation 22 of Maximum Price Order 165. It became effective May 25, 1946.

The total effect of the amendment is to restore Supplemental Service Regulation 22 to its original form. It had been altered on Feb. 9, 1946, when paragraph (a) (4) (authorizing automatic price increases based on authorized wage increases) was deleted.

A new paragraph (a) (4) is added to read as follows:

(4) He (the service firm proprietor) may if he employs a total of not more than eight persons and if wage increases paid by him were not in violation of any regulations affecting wage increases, add to a customer's hourly rate, determined under subparagraphs (1), (2), or (3) an amount equal to the increase since Oct. 3, 1942, in the average basic straight-time hourly rate for mechanics performing each type of service. Adjustments under this subparagraph (4) may not be made more often than once every 30 days.

Paragraph (d) (4) is redesignated (d) (5), and a new paragraph (d) (4) is added to read as follows:

(4) In the case of sellers adjusting their prices under paragraph (a) (4), a statement of the hourly wage rate of each employe shall be prepared on the date of any price increase, made under this regulation.

The three methods of determining the customer's hourly rate referred to in the amendment are:

(1) Charge the highest customer's hourly rate that the seller charged in March, 1942.

(2) Charge the customer for each hour of service a price that is double the average basic hourly wage rate paid on Oct. 3, 1942, to employes performing the particular type of service. (Oct. 3, 1942, is the date when wage rates were stabilized under the Economic Stabilization Act.)

(3) Charge the customer 60 cents more per hour of service than the average basic hourly wage rate paid on Oct. 3, 1942, to employes performing the particular type of service.

In issuing the amendment, OPA declared:

"At present there is again no requirement that an employer of eight or less persons must obtain approval of a wage increase as one of the conditions for securing a price increase. It is deemed desirable, therefore, to restore the automatic price increase provision as detailed in the amendment."

Frie Cooling Co. Given Frozen Food Cabinet Prices

WINONA, Minn.—Frie Cooling Co. here was recently given maximum prices for five models of its frozen food cabinets, including retail ceilings ranging from \$450 to \$700.

The models are produced in 12, 16, and 24-cu. ft. capacities.

Announced by OPA in Order 444, MPR 591, the ceilings are as follows:

One sales to—

	Dis- tribu- tors	Deal- ers	Con-
B-12—12 cu. ft., ¼ l condensing unit	p. \$225	\$270	\$450
B-16—16 cu. ft., 1/3 l condensing unit	np. 260	312	520
B-24—24 cu. ft., ½ h condensing unit	ap. 350	430	700
C-12-12 cu. ft., ¼ h condensing unit	1p. 235	282	470
C-16-16 cu. ft., 1/3 h condensing unit	1p. 270	324	540
			0.40



SPECIALISTS FOR 40 YEARS

Appliance Dealer Tests Trucking Company's Union Commitments In Court Action

OMAHA, Neb.—A petition to test whether a common carrier can refuse to fulfill his contract because of commitments to his union workers was filed in the district court clerk's office here on behalf of H. A. Zethren, proprietor of the Coast-to-Coast Stores, retail appliance firm at York, Neb., and the McAllister Transfer Co. of York.

Ted Richling, Omaha, one of the attorneys for the plaintiffs, declared that the outcome of the case is important to every business firm in Nebraska as well as to the common carriers.

Defendants named in the petition are the Merchants Motor Freight,

Sold by Leading Refrigeration Equipment

Wholesalers The Country Over

Inc., Omaha; Local 554, International Brotherhood of Teamster, Chauffeurs, Warehousemen and Helpers of America (AFL); Sam Winsky, union secretary-treasurer; and Jesse Fender, president. Plaintiffs were granted a temporary restraining order.

The petition alleges that the Omaha line refused to deliver major appliances and other items to the York truck line, despite a contract to do so, and on one occasion diverted shipment of goods to Nielson & Peterson, another common carrier, although better service could have been obtained for the York store if the McAllister line had been used.

\$430 Price Set on Norge 10-Ft. Freezer

DETROIT—OPA has authorized a retail ceiling price of \$430 for a 10-cu. ft. home freezer—Model HF-10—manufactured by Norge Division of Borg-Warner Corp.

Other ceilings established by OPA in Order 505, MPR 591, are: to distributors, \$215; to dealers, \$258.

Calif. Firm Set Up

LOS ANGELES—A new corporation in Los Angeles is Southern California Refrigeration Sales and Service, capitalized at \$50,000, and listing the following directors: Mervin O. Symons, Richard Davis, and Paul R. Cote, all of Los Angeles.

Price Increase Given On Home Radio Sets

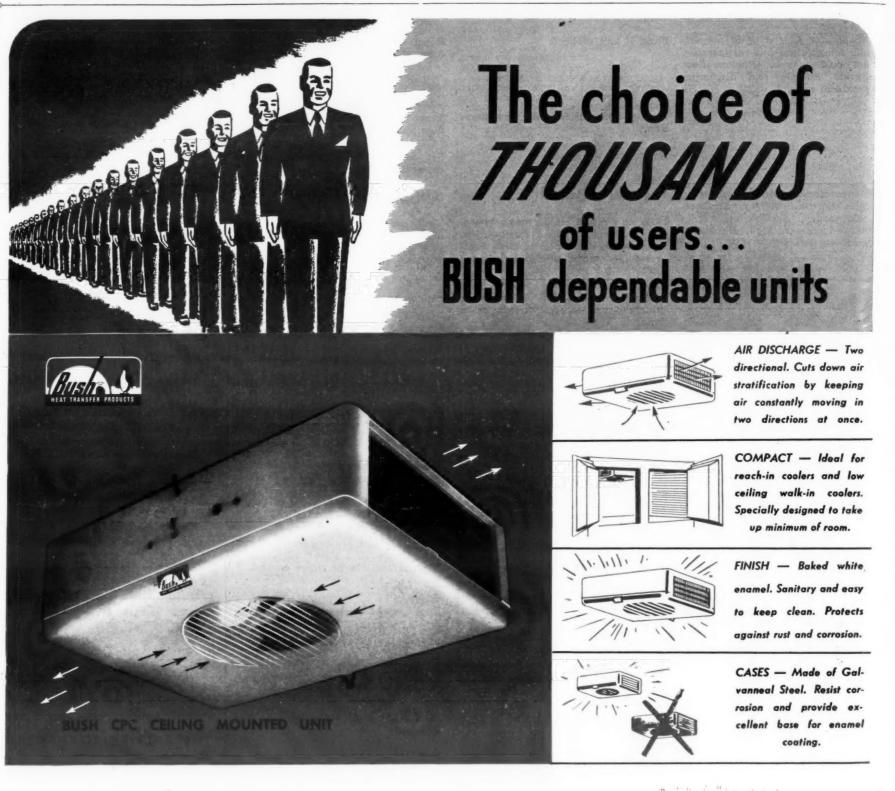
WASHINGTON, D. C.—An 8% increase in the prices of radio receiving sets, except automobile units, was recently granted manufacturers.

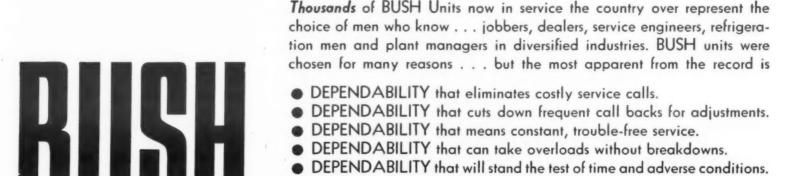
Arranged for manufacturers who compute wholesale and retail prices in pre-ticketing their products, the pricing system calls for the following increases in retail ceilings:

1. On sets selling for less than \$21, by 8%.

2. On sets selling for \$21 to \$56, by the amount of the higher cost to the retailer.

3. On sets selling for more than \$56, by slightly less than the full amount of the higher cost to the





HEAT TRANSFER PRODUCTS

DEPENDABILITY that has built a record of enviable performance.

HARTFORD, CONN. STELEXINGTON AVENUE, NEW YORK \$ 540 W WASHINGTON BOULEVARD, CHICAGO HARTFORD, CONN. EXPORT ADDRESS: 13 EAST 461H STREET NEW YORK & CABGE "AREAB"



Th

Men

Sto. Tri For Lyr Alfr Ray Hou

Stor

befor tion eratic cago
This those stream which amon lation
Mr. he pathe of

the groom back those "Ca

was c

ventio

privil

as to

as he

execu high (3) t click gram ing to Geo vice p in cha the la dent Sales people erudit resuso

resusce moribe Men Gus J and E cere t dling federa

ing, we recent Ford Mr. ringer Producting every 10 mo Plan phrase mining

was I

presensimple
"The the gas
Can
answer
ica, ar
His
was

"All our ti and 10 not out has ma possible ERATIO formulation of the control of t

formul sold o